

Southern HARDWARE

LOOK! THERE'S AN MM
IN YOUR HANDS! *



MINNEAPOLIS MOLINE
MODERN MACHINERY



HUSKORS are YOUR Profit Line!

Did you ever cup your hands and notice the M's that form in each palm? That's your profit line! Double M's for Minneapolis-Moline . . . for More Money out of farming!

Here's how thousands of modern farmer-businessmen have put that profit line to work for them. They pick, husk and clean up to 25 acres of corn a day with the MM 2-row Huskor, up to 13 acres a day with the MM 1-row. Smooth-running, easy-pulling MM Huskors are built to get all the corn, to cut work and slash harvest costs.

ADVANTAGES LIKE THESE MEAN
MORE HUSKOR FOR THE MONEY!

More husking rolls of metal and rubber provide greater capacity, a cleaner crop! Longer picking rolls get the high ears and the low ears, too. Five position floating snouts guide even down and out-of-line stalks into gathering chains. Spring-tension safety clutch. Cleaning fan is standard equipment. Uni-Matic Power available to provide finger tip hydraulic control of picking height.

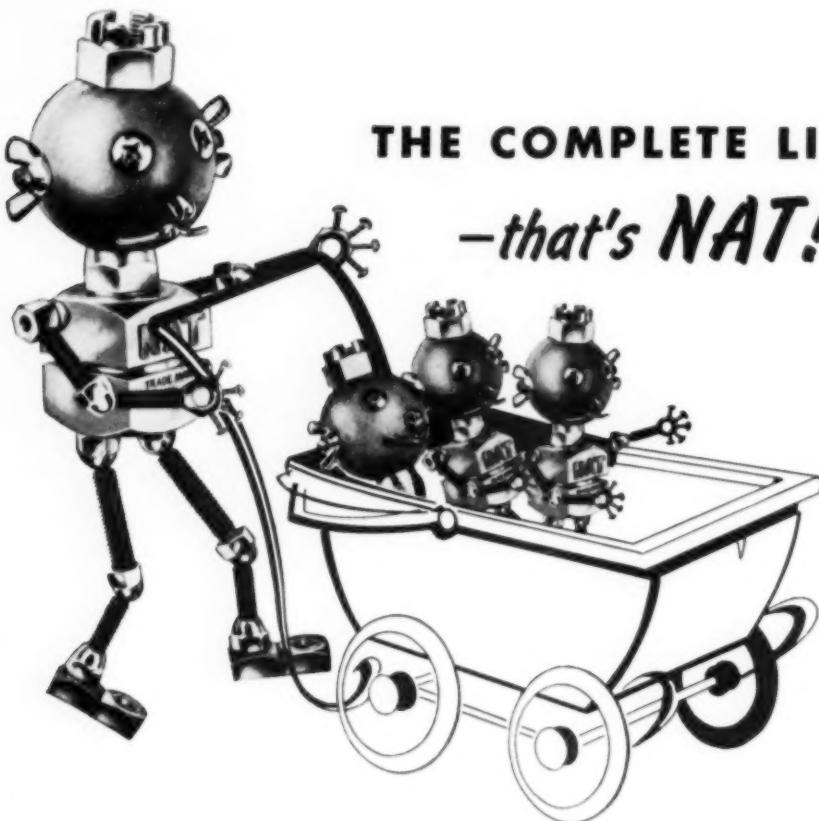
MINNEAPOLIS-MOLINE MINNEAPOLIS 1, MINNESOTA

Here's efficient harvesting at its low-cost best. Modern farmers pick, husk and clean up to 25 acres of corn a day with the MM 2-row Huskor.

Coming or going, a man's money ahead when he harvests his crop with an MM Husker . . . So it's year after year!

* We can now use a few additional dealers where we are not now represented. Write!





THE COMPLETE LINE

-that's NAT!

NAT'S family of fasteners is a big one—including just about everything you'll need to supply all fastener needs.

It's the most complete line made by any one manufacturer. Sell "National" and you sell a full line of top-quality bolts, nuts, screws and other fasteners—all uniformly packaged in "National's" eye-catching black and red cartons. They dress up your shelves, and their color-coded, king-size labels make it especially easy to spot the type and size of fastener you want.

Quality inside and out, you'll agree, fits Nat to a "T". For a better buy in fasteners, "Better Buy National". Write us for the full story on what the "National" line offers the hardware man.



THE NATIONAL SCREW & MFG. COMPANY

Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of California
3423 South Garfield Avenue, Los Angeles 22, California



FASTENERS



HODELL CHAINS



CHESTER HOISTS



SOUTHERN HARDWARE is published monthly at 110 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia, U. S. A. Subscription price in United States and possessions, \$1.00 per year.

Registered as second-class matter at the post office, Dalton, Georgia, under the Act of March 3, 1879.



The Low-Cost Roofing is Galvanized Steel



When you compare galvanized steel with other roofing metals on the basis of strength — you will find a substantial difference in cost. Other metals must be used in relatively thick and expensive gages to equal the strength and stiffness of steel in comparatively light gages.

Or, if you compare galvanized steel with other metals in equal weights — you will see that steel is again priced lower.

Stormproof Roofing is made from strong, durable steel, either plain or copper-bearing, and it is coated with Prime Western zinc to give it good corrosion-resistance. It holds snugly to any type of roofing construction and gives excellent protection in all kinds of weather.

Bethlehem Steel Company, Bethlehem, Pa.
On the Pacific Coast Bethlehem products are sold by
Bethlehem Pacific Coast Steel Corporation. Export
Distributor: Bethlehem Steel Export Corporation.



STORMPROOF COVERS THE SOUTH

SAVAGE SALES CALENDAR

1952

SEPTEMBER

1952

1		5	6
7	8	12	13
14	15	19	20
21	22	26	27
28	29	30	



**\$99.50
RETAIL**

BE READY when they come in . . .

When your shotgun customers come in this Fall . . . be ready to sell them Savage-Stevens-Fox shotguns—famous for quality, dependability and value. Here are just two of the many fine profit-makers in the Savage-Stevens-Fox line—all performance-proven, all pre-sold to your customers through regular national advertising in shooters' favorite magazines!

STEVENS MODEL 820

A streamlined, six-shot, hammerless slide action repeater with fast, smooth, dependable action. Barrel and frame interlocked into rigid unit for perfect alignment of parts. Loading port on bottom of receiver for quick, easy loading. Proof-tested 12 gauge barrel, 28", in standard chokes. Stock and slide handle of American walnut, newly designed for quick sighting, fast swinging. Point out these features—then point to the price—and you've made a sale!

SAVAGE AUTOMATIC SHOTGUNS

Model 755 (standard) — Model 775 (lightweight)

A smartly streamlined, fine handling automatic loading shotgun—in two models to fit the kind of shooting your customers prefer to do. For long range shooting recommend Model 755 (standard). Its added weight further reduces the recoil of high velocity loads. For upland game or skeet, Model 775 Lightweight permits faster pointing, easier carrying. Either model has the sleek appearance, perfect balance and smooth operation shooters appreciate. Feature these fine Savage guns this Fall—for "automatic" sales!

SAVAGE ARMS CORPORATION

Firearms Division

Chicopee Falls, Mass.

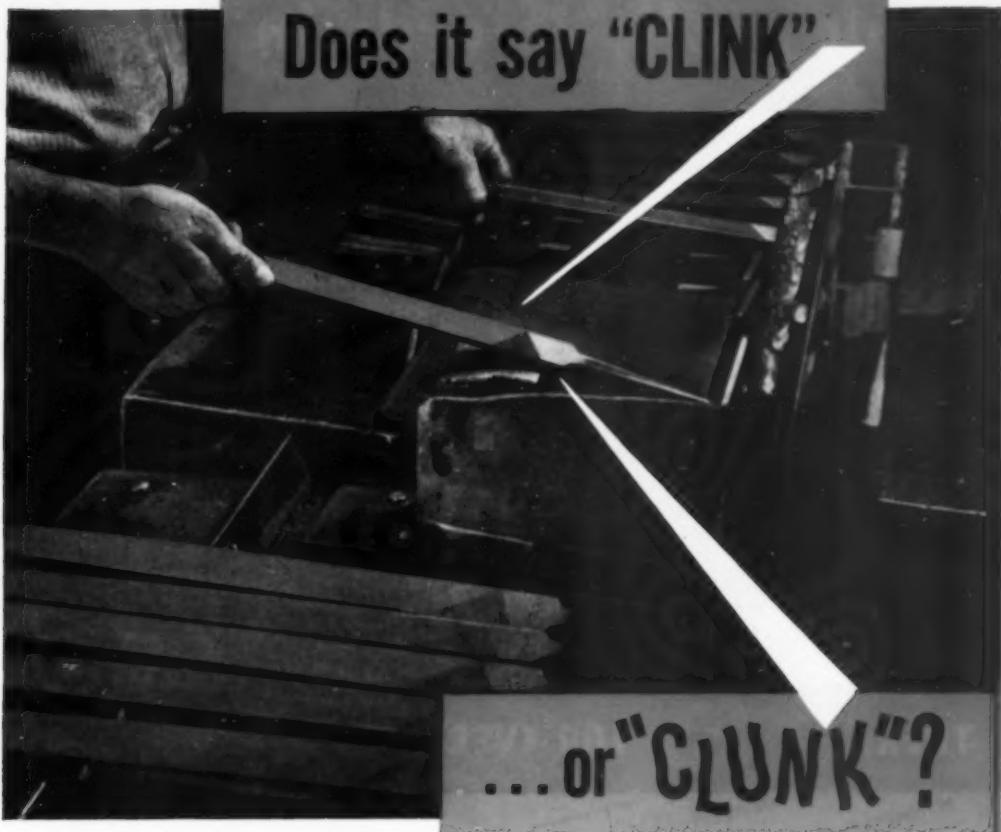


SAVAGE • WORCESTER Power and Hand Lawn Mowers

STEVENS MODEL 820
Slide Action
Repeating Shotgun
12 gauge — solid frame

Raise your sights with SAVAGE in 1952 !

SAVAGE MODEL 755
Standard Automatic Shotgun
(Also Savage Model 775
Lightweight at \$105.00
Retail) 12 and 16 gauge



Does it say "CLINK"

... or "CLUNK"?

ONE of the proofs of a file's basic soundness is its clear ring—"clink"—when you tap it lightly on an anvil or other hard piece of metal. A dull "clunk" is usually a sign of invisible "water cracks" or poor hardening.

Nicholson employs a score of checks and tests in connection with steel examination, forging, blank smoothing, annealing, cutting, hardening and other operations in the manufacture of files. The "ringing" test is one of many that lead to the final "okay" under the long-standing Nicholson policy of *Twelve perfect files in every dozen*.

This company really "leans over backwards" to put into its files longer sharpness, better performance, greater value than are combined in any other commonly known brand. For a positively sound, growing, profitable file business, Black Diamond is by all reasoning the line to put in.

Ask your wholesaler to help you make up the file stock best suited to your trading area

FREE BOOK, "FILE PHILOSOPHY"—48 interesting illustrated pages on kinds, use and care of files. Indispensable toward serving customers helpfully. How many copies do you need for your sales force?

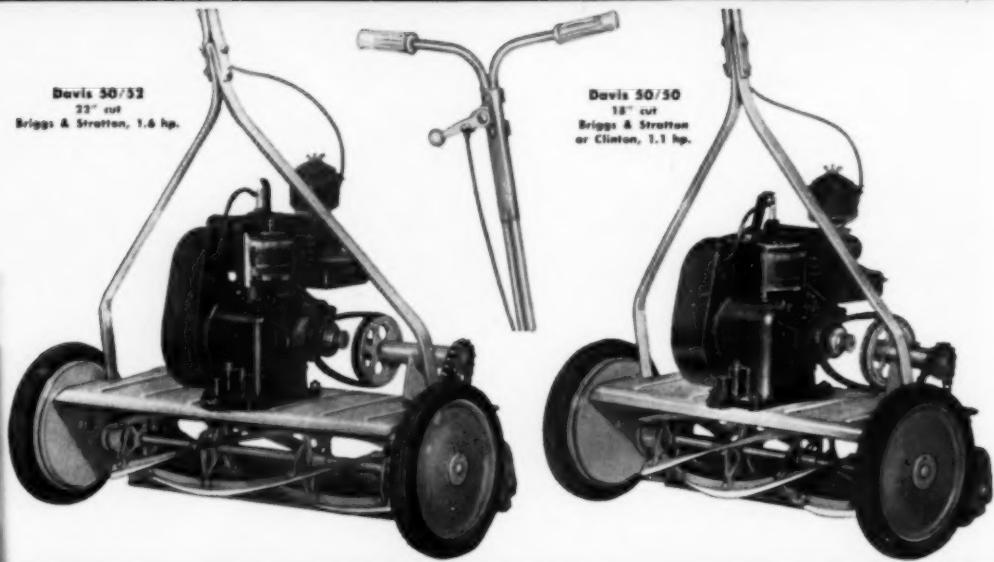


NICHOLSON FILE CO. • 15 ACORN STREET • PROVIDENCE 1, RHODE ISLAND

(In Canada, Port Hope, Ont.)

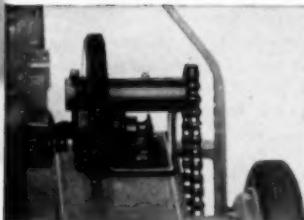
BLACK DIAMOND FILES FOR EVERY PURPOSE

Break profit records in '53 with



THERE'S A DAVIS FOR EVERY PURSE AND PURPOSE

We're Featuring EXCLUSIVES in 1953



FLEX-A-MATIC SAFETY CLUTCH
(TRADE MARK)

Modern motor cars have made the public "automatic-clutch minded." Only Davis in the mower field has it! Finger-tip throttle only control needed—fully automatic transmission—full safety release. Smooth starts and stops—no jerks, jars—strides at any speed to fit the user's stride. The easiest, safest power mowing imaginable!



EXCLUSIVE MULCHING ACTION!

Davis Engine Powered Rotaries mulch while they mow—end grass and leaf raking! Rubber mulching roller holds cutting 'til thoroughly shredded—then spreads them evenly over lawn to enrich the soil. Has non-clogging guard, trims to within $\frac{1}{2}$ " of any fence, tree or plot. New, lightweight casting of Davis "shatter-proof" aluminum alloy greatly increases strength.



COLOR-KEYED STYLING

Every Davis is painted in gay "sunshine yellow" with harmonizing trim. They display beautifully as a full lawn mower department—"stand out" in windows or on floors. Special display materials provided without charge to attract attention and step up "self-selling." They look their value, and make their low price a pleasant surprise.

Built in Richmond, Indiana—"LAWN MOWER CAPITAL OF THE WORLD"

the complete Daks line



BUILT THE BEST! PRICED TO SELL . . .

**...and backed with the biggest
PROMOTION PACKAGE**

in **DAVIS** history!!!

The complete Davis line is a *complete lawn mower department* in itself—with 2 power mowers, 3 rotaries (one electric and two engine drive), and 3 hand mowers. There's a Davis mower styled for every prospect—loaded with exclusive features—color-styled for better display—priced competitively—and PROMOTED with more national advertising and the most active point-of-purchase sales "clinchers" you've ever seen. No other line offers so much opportunity to jobbers and dealers—so much *mower-for-the-money* to the American public. ***WRITE for full facts!***

GET BEHIND A DAVIS...AND TAKE IT EASY!

THE  1953 PROMOTION PACKAGE INCLUDES
★ BIG MAGAZINE SPACE, PLUS TIE-UP PROMOTION
★ SPECIAL DISPLAYS
★ NEW SELF-SELLERS
★ COMPLETE DEALER PROMOTION PLAN
★ MORE NEWS TO COME

POCKET BIG FREIGHT SAVINGS WITH DAVIS

Buying a full line from one centrally located source cuts profit-stealing freight costs. And Davis unit-packaging (everything, including handle, in one box) further cuts freight and handling expenses—ends annoyance, confusion, and possibility of loss or delay. These two savings alone can mean as much as an extra dollar per mower for you!

G. W. DAVIS CORPORATION, in Richmond, Indiana since 1902



KING HARDWARE COMPANY

490 MARIETTA ST.

ATLANTA, GA.



BRIDGEPORT.

Remington Dealer Letter



CONN.

Free Sales-Booster Kits Help You Cash In on Summer Shooting Fun

**Have you seen our display of
REMINGTON 22 RIFLES**

Come in - we'll be happy to show you the line.

They'll give you more Shooting Pleasure because—
HIGH QUALITY • DEPENDABLE
MANY IMPORTANT SAFETY FEATURES

RIFLES PLUS STAND: NEW "PACKAGE" PLAN!

This neat space-saving display gives Remington 22 Rifles an extra "point-of-purchase" appeal. And now you can get stand and rifles together in a special package arrangement.



Ask your Remington wholesaler for information on the rifle assortments available. He'll be glad to give you complete details.

Window banners, free offer, direct mail, other sales-builders yours for the asking!

Your window will shout "SHOOTING FUN" with the big 11" x 42" banner. It shows the popular Remington Model 550 autoloading 22 rifle, beautifully lithographed in natural color . . . says, "Come in!"

There's also an 8½" x 11" window display chart illustrating 5 of the most popular Remington 22 rifles in color. Plus the same in black and white for handy reference inside.

Still another bright 11" x 28" banner invites customers with an offer of free targets. Comes with 100 NRA Ranger targets in neat holder. Also, there's a handsome sample mailer,



ready for you to stamp and send to your best prospects.

These and many other handsome attention-getters and mailing pieces are yours for the asking. Just check the handy coupon below. Get on the summer sales band wagon today!

Counter displays stop store traffic for Remington oil, target throwers



Strategically spotted where store traffic is heavy, these bright-colored displays are good reminders for profitable related-item sales.

Displays are now being packed with new shipments of Remington Oil and target throwers, but you can get them separately for supplies on hand. Just check the coupon at right!

CLIP AND MAIL TODAY!

Remington Arms Company, Inc., Sales Promotion Division,
Dept. S. H., Bridgeport 2, Conn.

- Yes—please rush free Summer Sales Booster Kits
 Include my free displays for Oil and Thrower

Name _____

Address _____

City _____ Zone _____ State _____

Announcing...

A black and white illustration of a Corbin Lock Shop display case. The top of the case features a large oval logo with the word "CORBIN" in bold, sans-serif letters. Below the logo, the words "LOCK SHOP" are printed in a stylized font. A man in a suit and tie is shown holding up a small sign that reads: "They're the locks you see ADVERTISED in POPULAR SCIENCE POPULAR MECHANICS MECHANIX ILLUSTRATED CHOOSE THE ONE YOU NEED!" The display case is filled with various types of locks, including padlocks and cabinet locks. The bottom of the display case has the words "LOCK SHOP" and "CORBIN" repeated at the corners.

a great new
merchandising
aid

(Illustrated:)

No. A50
PADLOCK and
CABINET LOCK
ASSORTMENT
Contents listed at right.

(Not Illustrated:)

No. A60
ALL-PADLOCK
ASSORTMENT
Contents listed at right.

CORBIN LOCKSHOP

NOW! A bantam sales-maker that packs a heavy-weight punch! The new Corbin Lockshop combines a variety of features that will increase your lock profits. It will stimulate impulse buying. It will help you make *every* sale. Here, in one small package, you can display your own choice of assortments: all padlocks, or a combination of both padlocks and cabinet locks. *More conveniently than ever before*, you'll be able to meet *most* needs for cabinet locks and padlocks.

AND, THE NEW CORBIN LOCKSHOP ENABLES YOUR STORE TO TIE IN DIRECTLY WITH CORBIN'S POWERFUL NATIONAL ADVERTISING.

The Corbin Lockshop has been designed to help

you. Put one on your counters . . . another in your windows. Call your Corbin jobber *now*. The sooner you put your Corbin Lockshops to work, the sooner you'll reap the extra profits they bring.

NO. A-50 (PADLOCK and CABINET LOCKS)		NO. A-60 (PADLOCK ASSORTMENT)	
1/6 doz. P45	1/3 doz. 7028	1/3 doz. P45	
1/6 doz. P65	1 only 02066	1/3 doz. P65	
1/6 doz. R75	1 only 02067	1/3 doz. P75	
1/6 doz. 390			
Your price	\$ 7.30	Your price	\$ 7.40
Retail price	\$11.30	Retail price	\$11.20
Your profit	\$ 4.00	Your Profit	\$ 3.80

Be sure to make every sale...with 

CORBIN CABINET LOCK Division

The American Hardware Corporation
New Britain, Connecticut, U.S.A.

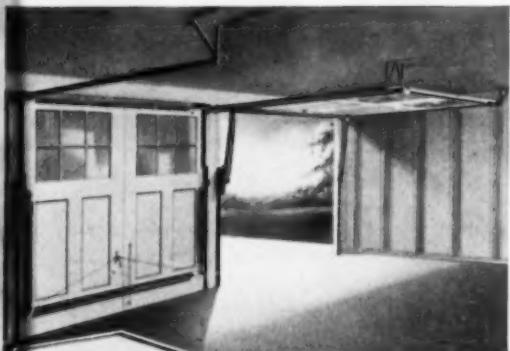
Ease of installation . . . Efficiency of operation makes **R-W 999** the ideal overhead garage door hardware for your customers



Quick, simple installation



1. Simple Sequence Installation of factory fitted parts makes installation easy and specific.
2. Latch Integral with the door arm bracket eliminates installation of a separate part; makes a permanently substantial latch, an integral part of the sturdy bottom bracket.
3. Requires only $\frac{1}{2}$ " of headroom.



Easy, efficient operation



1. Self-adjusting Roller prevents binding of the roller in the track; makes operation permanently smooth and easy.
2. Spring Deflector on door arm prevents slamming of door.
3. Interlocking of Weather Strip.



For your convenience,
**R-W 999 Overhead Garage Door
Hardware is packed in
ONE BOX!**

No. 999-1 hardware for doors up to 9 ft. wide and 8 ft. high, weighing not more than 200 lbs.; No. 999-2 hardware for doors up to 16 ft. wide and 8 ft. high, weighing not more than 375 lbs. Write today for illustrated folder giving complete details.

1880 1952
RICHARDS-WILCOX
R-W 999
TRADE MARK
Reg. U. S. Pat. Off.
OVER 72 YEARS

Richards-Wilcox Mfg. Co.

"A HANGER FOR ANY DOOR THAT SLIDES"
AURORA, ILLINOIS, U.S.A. Branches in all principal cities

SLIDING DOOR HANGERS & TRACK • FIRE DOORS & FIXTURES • GARAGE DOORS & EQUIPMENT
INDUSTRIAL CONVEYORS & CRANES • SCHOOL WARDROBES & PARTITIONS
ELEVATOR DOOR OPERATING EQUIPMENT



clean...accurate threads

REPUBLIC UPSON BOLTS AND NUTS

Clean threads that mate properly,
run on smoothly . . .

Accurate threads that give you the designed
amount of engaged-thread area for
full-strength bolting-up.

You get both these benefits when you specify
"Republic Upson Bolts and Nuts."
Over 20,000 sizes and shapes give complete
coverage of your fastener requirements.

REPUBLIC STEEL CORPORATION

Bolt and Nut Division

CLEVELAND 13, OHIO • GADSDEN, ALABAMA
Export Department: Chrysler Building, New York 17, N. Y.



Boost YOUR FALL HUNTING Sales

The Original
Long Range Lead
with Exclusive
Sealed Gas
Chamber



You Get -
MORE Power
MORE Speed
MORE Pattern
MORE Game

A JUMBO SHOT SHELL

A key display for
your window or other
prominent spot in
your store, in color,
18" x 21".



FREE! 17 STORE DISPLAYS



8 SHELF TALKERS Make your shelves "talk" to customers. 4 featuring SUPER-X shotgun shells. 4 featuring SUPER-X SILVERTIPS. Full color 6½" x 7¾".

Dept. 21-C
Arms and Ammunition
Division of Olin Industries, Inc.
East Alton, Illinois

Your Name _____
Name of Store _____
Address _____
City and State _____

Send me fall hunting kit of 17

Western
displays.

SEND
COUPON
NOW!

4 BOX TOPPERS

To make shells sell themselves. 6½" x 7¾".

Western
TRADE-MARK

WORLD CHAMPION AMMUNITION

PRODUCTS OF **OLIN** INDUSTRIES, INC.

R
M

wicks

MADE RIGHT... PRICED RIGHT...

You can't beat this R/M quartet of clean-burning, long-lasting wicks. They're made right to keep your customers contented. They're priced right to fit each customer's purse and to give you a generous profit. Ask your jobber for R/M...the pick of the wicks.



QUIK FLAME

The most efficient kindler ever developed for range burners. Patented open mesh construction provides best possible results with distillate oils. The extra-heavy wire core yarn keeps the kindler upright in the burner channel. Glass yarn at burning edge facilitates the removal of carbon deposits. Packaged 6 ft. to the box, 7/8" and 1-3/8" wide.

WOVEN GLASS

The acme of perfection in stove kindlers, assuring long life and maximum stove performance. The only glass wicking woven with a wire core in every strand to protect the burning edge. Packaged 3-1/2 ft., 6 ft., and 100 ft. to the box, in widths of 7/8", 1", 1-1/4" and 1-3/8".

KINDLERITE

R/M's standard quality woven asbestos kindler. A sturdy long-lived wicking with wire core in both warp and filling yarn.

Packaged 5-1/2 ft., 6 ft., and 100 ft. to the box, in widths of 7/8", 1", 1-1/4" and 1-3/8".



QUIK FLAME SETS

The same Quik flame wicking that has proved popular in continuous lengths is now available in crimped sets to fit all standard 8" range burners. Packaged in sets of 4 oversize (1" wide) wicks.



RAYBESTOS-MANHATTAN, INC.

ASBESTOS TEXTILE DIVISION • MANHEIM, PA.

Factories: Manheim, Pa.; No. Charleston, S.C.

RAYBESTOS-MANHATTAN, INC., Manufacturers of Asbestos Textiles • Packings
Mechanical Rubber Products • Abrasive and Diamond Wheels • Brake Linings • Brake
Blocks • Clutch Facings • Fan Belts • Radiator Hose • Rubber Covered Equipment
Sintered Metal Products • Bowling Balls

REVERE

largest dollar volume in your



1-qt. Sauce Pan
No. 1407 ... \$3.75



1½-qt. Sauce Pan
No. 14011 ... \$4.95



2-qt. Sauce Pan
No. 1407 ... \$3.95



3-qt. Sauce Pan
No. 1409 ... \$6.25



1½-qt. Double Boiler
No. 1400 ... \$6.00



6-in. French Chef Skillet
No. 1446 ... \$4.50



8-in. French Chef Skillet
No. 1448 ... \$5.75



10-in. French Chef Skillet
No. 1450 ... \$7.00



13-in. French Chef Skillet
No. 1452 ... \$8.75



Revere Breakfast Unit
No. 1400 ... \$9.00



8-cup Drip Coffee Maker
No. 1990 ... \$11.50



4-qt. Sauce Pot
No. 1434 ... \$7.00



4-qt. Bell Handle Kettle
No. 1434 ... \$7.00



1-qt. Mixing Bowl
No. 901 ... \$2.00



3-qt. Mixing Bowl
No. 903 ... \$2.50



2½-qt. Pint-Grip Whistler
No. 2801 ... \$4.75



3-qt. Pint-Grip Whistler
No. 2803 ... \$5.85

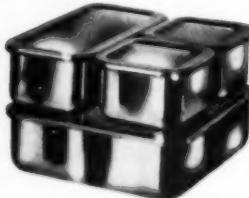


1-pt. Handy Pan
No. 921 ... Set of Two \$3.75



1-qt. Handy Pan
No. 923 ... \$1.50

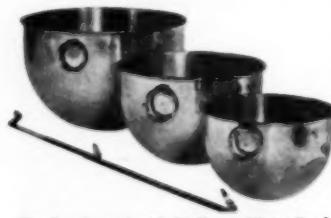
STAINLESS STEEL HANDY PAN SET



Set price represents substantial saving. Set consists of:

2 Pcs. 1-Pt. Handy Pan with cover	1 Pc. 1-Qt. Handy Pan with cover
1 Pc. 1-Qt. Handy Pan with cover	
No. 921 ... \$11.95 retail	

STAINLESS STEEL MIXING BOWL SET



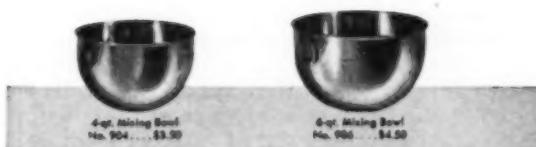
Free hanging rack with this Revere Mixing Bowl Set. Standard Revere quality dent-resistant stainless steel construction. Each Bowl has exclusive Revere "easy-grip" ring. Set consists of:

1-Qt. Mixing Bowl	4-Qt. Mixing Bowl
2-Qt. Mixing Bowl	Mixing Bowl Rack
No. 914 ... \$11.95 retail	No. 914 ... \$8.00 retail

SEE REVERE'S "MEET THE PRESS"
ON NBC TELEVISION EVERY SUNDAY

WARE

housewares department



BEGINNER'S SET



Set priced much lower than utensils purchased individually. Set consists of:
 1-Qt. Sauce Pan with cover
 1½-Qt. Sauce Pan with cover
 6-in. Skillet with cover
 No. 1720 Utensil Rack

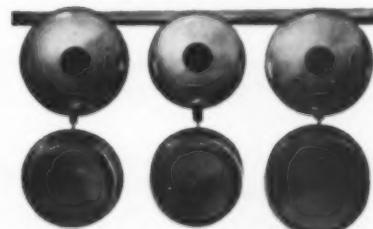
No. X-20..... \$14.50 retail

REVERE COPPER AND BRASS INCORPORATED

ROME MANUFACTURING COMPANY DIVISION, ROME, N.Y.
 ROME, NEW YORK • CLINTON, ILLINOIS • RIVERSIDE, CALIFORNIA

REVERE RACKS

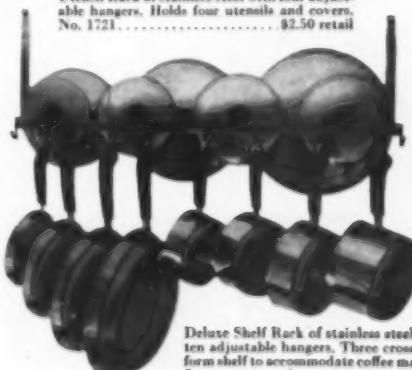
promote the sale
of all Revere Ware



Utensil Rack of stainless steel with four adjustable hangers. Holds four utensils and covers.
 No. 1720..... \$2.00 retail



Utensil Rack of stainless steel with four adjustable hangers. Holds four utensils and covers.
 No. 1721..... \$2.50 retail



Deluxe Shelf Rack of stainless steel with ten adjustable hangers. Three cross rods form shelf to accommodate coffee makers, flower pots or decorative pieces.
 No. 1722..... \$7.50 retail

Outstanding value in
Automatics

Top notch quality and performance —
at an easy-to-buy price.

Almost every shooter WANTS a .22
caliber Automatic. Here's one they
CAN AFFORD TO BUY.



COMPARE THE 151K WITH ANY .22 CALIBER AUTOMATIC AT
ANY PRICE FOR QUALITY, ACCURACY AND DEPENDABILITY!

MODEL 151K

\$31.95
(retail)

\$32.95
(west of
Rockies)

In national advertising we're
asking millions of shooters
to stop into their firearms
dealers' to see the 151K.

**MOSSBERG
4 POWER-SCOPES**



NEW MODEL #2M4
with improved CAST mount.
For high or low position.



NEW MODEL #4M4
with dovetail mount specially designed
for Mossberg rifle models 142, 142M,
144, 146B, 151K, 151M, 152 and 152K.

A VALUE YOU'LL BE PROUD
TO OFFER YOUR CUSTOMERS

Order from your distributor today

24708 ST. JOHN ST., NEW HAVEN 5, CONN.



the most sensational news
since the invention of grass

the all new Reel and Rotary type...



REO
'53

New REO

Join REO's Famous

TO ADD HUNDREDS OF NEW
SALES TO YOUR BEST SELLING
POWER MOWER LINE

Just take a look at the Reo Rotaries pictured here. A glance tells you what a demonstration will confirm, that when Reo built a Rotary it would be the most advanced machine of its type—in appearance, performance, and even more important—Sales! Not just another Rotary—but a Reo designed and built line—3 years in development, in cooperation with America's leading industrial design engineers to bring you models that will out-perform—out-sell any comparable mowers on the market. Electric and gasoline models for the low-price market, the middle and top-ticket brackets. Added to Reo's industry-leading fleet type power-mowers, you have easy-to-sell, famous name Reo models to sell whenever there's a mowing job to be done. Contact your wholesaler today for details.

PLUS ANOTHER "CRAZY" REO PROMOTION
TO HELP YOU SELL REOS ALL YEAR 'ROUND

Everybody but Reo dealers thought Reo was "squarely" to push mowers for Christmas, 'til the sales started piling in. Now December is one of the big Reo

months—and will be again this year for the 5th time in a row, with a Saturday Evening Post Campaign to support it.

PLUS

MOWER AND CUTTER SALES AIDS

More original, sales tested and distinctive merchandising aids from Reo—the most complete and effective dealer help program in mower experience.

PLUS

ADVERTISED ADVERTISING TO SOME PROSPECTS TO YOUR DOOR

No one can copy the eye-catching, sales-making ads that have made Reo famous in millions of homes, helped sell over 700,000 Reo Mowers. You'll be backed with even more ads in more magazines. Big, full pages in full color. No other mower line ever gets the support held on the line by Reo to help make sales for you.

PLUS

EXPANDED SERVICE COAST-TO-COAST

Reo has cured the service headache with the most extensive and practical service organization in power mowers. Your wholesaler has the facts.

ORDER
FROM YOUR
WHOLESALE!

REO MOTORS, INC., *Lawn Mower Division, LANSING 20, MICHIGAN*



Rotary Mowers

Reel Line...



REO REVO-JET
Model TG-18, 18"
Gasoline Rotary.



REO ELECTRA-LAWN
Model TGE-18, 18"
Electric Rotary.



REO FLYING CLOUD
Model TG-20, 20" Gasoline
Rotary with Reo Power-Master
1½ hp., 4-cycle engine.



REO DE LUXE TRIMALAWN
Model RG-25, 25" Cut;
1½ hp., 4-cycle Reo
Power-Master engine.
Automatic Rewind Starter.

Attachments:
Snow-Jet Rotary Snow Remover
36" Reversible Snow Plow Blade
Riding SULKY

REO ROYALE DE LUXE
Model WG-21,
21" Cut; 1½ hp., 4-cycle
Reo Power-Master engine
with Automatic Rewind Starter
America's most popular Reel
type Power Mower.



REO TOWN HOUSE
Model WGE-18, 18" Cut;
Electric.



REO RUNABOUT
Model WG-18, 18"
Cut; 1½ hp., 4-cycle
Power-Master engine.

TO EXTEND YOUR SELLING SEASON AND INCREASE
YOUR REO MOWER PROFITS, TURN THE PAGE . . .

**a special message
to Reo Mower Dealers**

Reo has consistently led the industry by providing an easy-to-sell line of power mowers with demonstrably superior features, priced to beat any comparable competition.

The 1953 line and sales promotion program surpasses all previous successful campaigns by a wide margin. It is to your best advantage to contact your wholesaler immediately and book your requirements now. And remember, Reo mowers are sold only thru recognized wholesalers with well-stocked warehouses, ready to help you, with the kind of service only wholesalers can render ...helpful counsel on balanced inventory, sales training, prompt delivery and experienced follow-thru to help you sell profitably.

Join up now for the hottest deal in power mowers, and lead with the leader!

REO—greatest name in Power Mowers



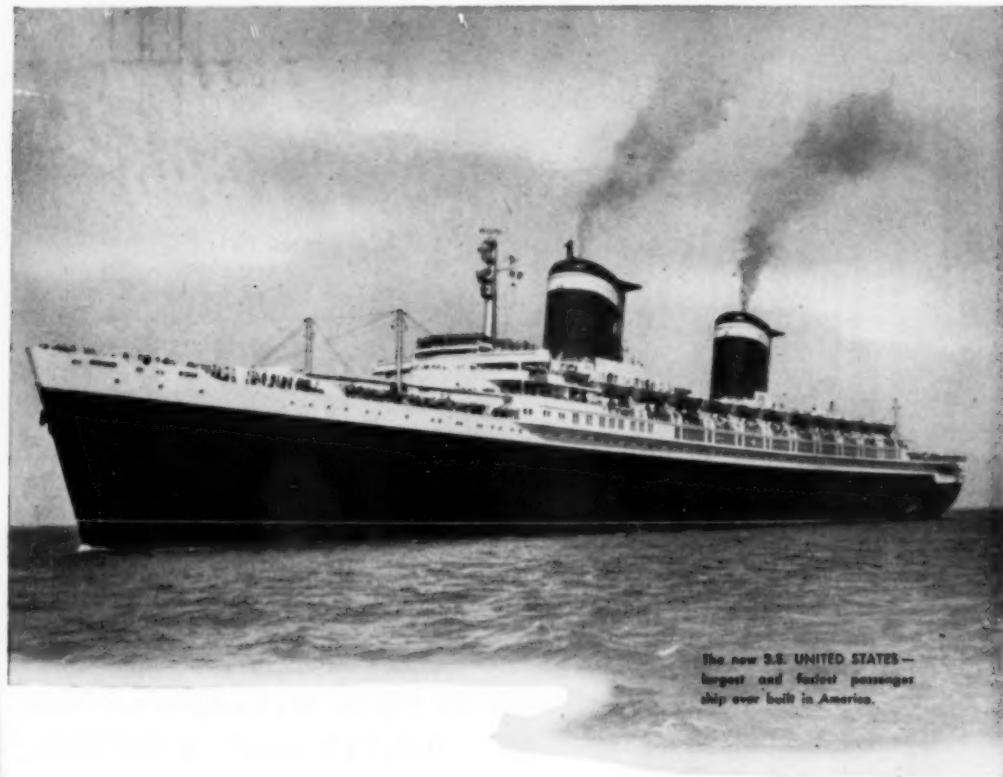
Ten Sets and a selection of 90 fast-moving Tools . . . an eye-catching Hand Tool department occupying only two square feet of floor space.

IT SELLS SETS • DRIVE TOOLS SOCKETS AND WRENCHES

Tool Department, cafeteria style . . . where your customer sees it — wants it — buys it! Here's the modern SALES tool to win Tool buyers to your cash register . . . a comprehensive stock of fast-moving Tool Sets — 5 low-cost carbon steel and 5 alloy steel Sets and the most sales active $\frac{1}{2}$ " and $\frac{3}{8}$ " Square Drive Tools and Sockets, plus Box End, Open End and Combination Wrenches. Rack up bigger sales and profits with this NONE BETTER Display Rack! Write for the complete details.

NONE BETTER Tools

THE NEW BRITAIN MACHINE CO., NEW BRITAIN, CONN.



The new S.S. UNITED STATES—
largest and fastest passenger
ship ever built in America.

Red, White & Blue Rope Safeguards Ships of U. S. Lines...

As the new superliner S. S. UNITED STATES goes into active service, Columbian Rope—standard equipment for years on the United States Lines' fleet—takes its place as one of her safeguards.

It is only fitting that this new luxury liner with the red, white and blue stacks—America's finest ship—should use Columbian Manila with the red, white and blue markers—America's finest rope!

COLUMBIAN ROPE COMPANY
440-70 Genesee Street, Auburn "The Cordage City", N. Y.





SEE SET for INTELLIGENT BUYING

The NATIONAL HARDWARE SHOW is the only place in the world where buyers can see, feel and compare thousands and thousands of hardware and allied products on display at one time and one place.

Here over seven hundred manufacturers (America's finest) show their newest and latest products and their best merchandising plans.

Here over 30,000 buyers annually come to get the facts and measure the Hardware Industry that they may intelligently plan their buying for the coming year.

Here buyers meet the principals of America's best manufacturers and get first hand information on delivery, production and prices.

OCTOBER 6-7-8-9-10 • • GRAND CENTRAL PALACE, NEW YORK CITY
BUYERS... plan now to attend, fill out and mail the registration coupon.

Your admission badge, which will admit you without further registration, will be mailed to you.



NATIONAL HARDWARE SHOW

331 MADISON AVE., NEW YORK 17,
MURRAY HILL 2-4802



Registration Coupon

Save time by registering NOW. Fill in and mail this registration coupon and your admission badge will be mailed to you. Please check below if you wish us to make hotel reservations for you. (Please Print).

Name _____ Title _____
Firm _____
Street _____
City _____ State _____

Type of Business _____

Please check below the classification of your business

- Wholesaler Retailer Dept. & Chain Store Buyer
 Importer-Exporter Mfrgrs' Agent Manufacturer Other
 Please send us your hotel reservation blank.

Minors under 18 yrs. of age will not be admitted under any circumstances

4 HUNTING SEASON
ANNOUNCEMENTS

INCREASE YOUR

BIRD Season Begins

DUCK Season Opens

Hunting Starts

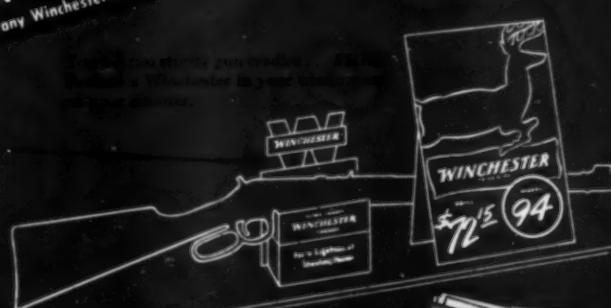
Season Opens

WINCHESTER

2 GUN CRADLES
will hold any Winchester Model



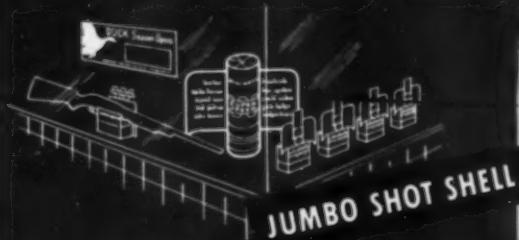
FOR A Lifetime OF
SHOOTING Pleasure



12 GUN EASEL CARDS
with space
to mark model & price



HUNTING SALES



The Most
Powerful, Fastest,
Hardest Hitting
Shells in the World.
Get 'Em Here!



Buy Winchester
Super Speed with
Exclusive Sealed
Gas Chamber and
Short Shot String

A 12 gauge gun for young buck hunting, a fast and reliable gun.

DISPLAYS

8 SHELF TALKERS



4 BOX TOPPERS



WINCHESTER
TRADE-MARK
FIREARMS AND AMMUNITION

SEND
COUPON
NOW!

Dept. 63-C
Arms and Ammunition
Division of Olin Industries, Inc.
New Haven 4, Conn.

Please send me FREE fall
hunting kit of 31
WINCHESTER
displays.

Your Name _____

Name of Store _____

Address _____

City and State _____

PRODUCTS OF
OLIN
INDUSTRIES, INC.



DEALER TAKES "BLINDFOLD TEST" PROVES L-O-F GLASS CUTS EASIEST

**Harry Brown of
Jones Paint & Glass, says:**

"The feel of the cut was a lot smoother and the glass broke clean and easy—I'll sure take Brand "B" over the others!"



Mr. Brown cut four brands of single-strength window glass. The labels had been removed and each 12" x 16" piece was identified only by a letter. He found "B" by far the easiest to cut.

"B" was L-O-F. And L-O-F's easier cutting becomes even more important when you're cutting bigger sizes, or cutting close to the edge, or making a curved or angle cut. You'll get fewer crooked

breaks, less waste, less trouble, more profit. And almost anybody in your store can cut it easily.

L-O-F's slow annealing makes L-O-F Window Glass less brittle . . . easier for you to cut . . . a better buy for your customers. Glass that's less brittle is less likely to shatter under strain.

Try the "Blindfold Test" Yourself!

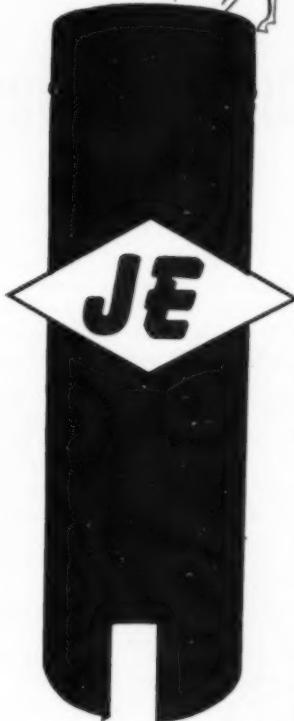
Get L-O-F Glass from your distributor. Cut it and compare it with any other kind of window glass. You'll see why you'll make more profit if you specify L-O-F when you order window glass. Libbey-Owens-Ford Glass Company, 7182 Nicholas Building, Toledo 3, Ohio.



LIBBEY·OWENS·FORD *the easy-to-cut* **WINDOW GLASS**



Hurry! Hurry! HOP ON THE PROFIT BANDWAGON!



Don't miss your big opportunity to make stove pipe sales sing a sweet profit song for you, this Fall. Sell America's most famous—"St. Louis Blue." Here's a name your customers know and trust, backed by 64 years of quality manufacturing know-how—now a better, faster-selling value than ever before!

Order "St. Louis Blue" Stove Pipe *today*. Then you'll be sure of having all you need, when you need it, at the lowest possible price.

sold only through authorized hardware wholesalers

JACKES-EVANS MFG. CO. • St. Louis 15, Missouri

Makers of the famous

Hearth Glo
Gas Room Heaters and
Hearth Flo
Vented Gas Circulators



Now...more business for you in lighter, "whiter" asphalt

Pastel in Barrett Dublecote* Multi-shingles*

Right in line with popular demand, right in line with the trend toward airy, fresh and fashionable shades—Barrett's new pastels are loaded with eye appeal for your customers, new profits for you. Now, Pastel Bluegrain, Pastel Greengrain, Pastel Redgrain and White are added to the popular family of DUBLECOTE MULTI-SHINGLE colors. And these highly-promutable new hues are available at the *same low prices as standard colors!*

Add this new color story to Barrett's proved record of leadership in asphalt shingles and you've got a *real* selling punch. You're selling *beauty*, in these shimmering, silvery tones. You're selling new *practicality*, too, because these pastels keep homes cooler in summer by more effectively reflecting the sun's burning rays. And, as always, you're selling quality—by the greatest name in roofing—BARRETT. Why not send for free samples today and let these good-looking shingles tell their *own* story? You'll agree that "seeing's believing."



There's a shingle for every need in BARRETT'S complete line!

Conventional shingles, locking shingles—a wide variety of styles, in second-to-none colors.

Don't miss the profit possibilities in all

**BARRETT building products—S.I.S.* roofing, EVERLASTIC* roll roofing,
insulated siding, damp-proof coatings, roof cement and coating, sheathing and building
papers, built-up roofing, rock wool insulation.**

shingles by Barrett...

Colors

For the newest in roofing look to BARRETT...the greatest name in roofing



THE BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION
40 RECTOR STREET, NEW YORK 6, N. Y.

205 W. Wacker Drive,
Chicago 6, Illinois

1327 Erie Street
Birmingham 8, Alabama

36th St. & Gray's Ferry Ave.
Philadelphia 46, Pennsylvania

In Canada:

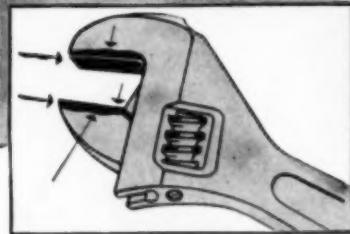
The Barrett Company, Ltd., 5551 St. Hubert Street, Montreal, Quebec

*Reg. U. S. Pat. Off.

Utica Wears Longer

BECAUSE IT'S
INDUCTION
HARDENED

RIGHT HERE



Dark areas show where electronic induction hardens the jaw surfaces to resist burring and nicking.

Forged steel interior of the wrench is unaffected by the hardening. Retains its desirable toughness and resilience.

Jaw surfaces—those areas that take most wear and tear—are electronically induction hardened by UTICA'S own process.

Tests show that UTICA Adjustable Wrenches resist wear and burring up to 10 times longer than ordinary adjustable wrenches when subjected to identical usage.

**ORDER UTICA ADJUSTABLE
WRENCHES BY NAME AND NUMBER**

Immediately available in most of the following sizes: #91-4", 6", 8", 10", 12"

INSIST ON UTICA ADJUSTABLE WRENCHES

It pays to use quality tools



and the world's best tools
are made in U.S.A.

**DROP FORCE AND TOOL
CORPORATION**

UTICA 4, NEW YORK

In Canada
ADLAM TOOL & SUPPLY CO., LTD., MONTREAL;
WALLS-IRONS, LTD., WINNIPEG

**REFLECT!
REFLECT!**

here's the insulation they take
home and put up themselves
...quickest, easiest!

REYNOLDS ALUMINUM REFLECTIVE INSULATION



250 SQ. FT. IN ONE 15-LB. ROLL...
25", 33" and 36" WIDE.

TYPE B—
FOIL on both sides,

TYPE C—
FOIL on one side.

*High efficiency without bulk and a perfect vapor barrier
...at much lower cost than most bulk insulations!*

You don't need a warehouse for these convenient rolls, attractively boxed. A customer can walk out with enough for an average-size attic...and do the job himself on his Saturday off.

He gets immediate results in home comfort, too... up to 95% radiant heat reflection in walls, under rafters or over ceiling joists. Reflection works from whatever direction the heat comes...summer temperatures reduced up to 15°, important winter fuel savings.

Here's an over-the-counter seller you'll want to keep going even though military demand for aluminum now limits civilian supply. Call your jobber or mail the coupon. Reynolds Metals Company, Building Products Division, Louisville 1, Ky.

Reynolds Metals Co., Building Products Division
2039 S. Ninth St., Louisville 1, Ky.

Please send full information on
 Reflective Insulation Flashing
 Nails Gutters and Downspouts

Name _____

Company Name _____

Address _____

MAIL THIS COUPON



REYNOLDS ALUMINUM

when they talk “mow” it’s

Homko



Power mowers are America's fastest growing profit opportunity for you. Be sure to make every lawn mower and lawn sweeper sale high profit units, high profit sales. When they talk "mow," be sure to say "HOMKO Power Mowers." They are the finest line built, greatest in demand, nationally known and nationally advertised. Get the details of the big 1952 campaign in 15 powerful magazines telling 45 million readers, month after month, about the HOMKO Power Mowers and Lawn Sweepers, mat service and merchandising display aids. Enjoy continuous sales. Stock HOMKO! Talk HOMKO! "Power" is the way they'll mow — sell HOMKO.

**Nationally Advertised to
45 Million in 15 Big, Powerful
Magazines**

WESTERN TOOL & STAMPING COMPANY
2725 SECOND AVENUE • DES MOINES 13, IOWA

Reel Type
and Rotary

**power
mowers
and Lawn Sweepers**

**Powered By Nationally
Known, Easy Starting,
2 and 4 Cycle Gas Engines**

New Reel Type Mowers
— available in 18" to
30" walking and riding
types. Easily maneuver-
able, sturdy built, fin-
est features today.



Rotary Power Mowers
— available in 16" to
20" gas and electric
models.



**Fold Away Lawn
Sweeper** — 24" width,
extremely large 6½
bushel capacity. Sturdy
bumper guard and fold
away flat feature.



A BIG IMPRESSIVE LINE OF EASY TO SELL PRODUCTS

HERE is an impressive line of quality products that will make money for you as it is doing for Building Material Dealers throughout the South. Well-known product names—consistently advertised for years—are in this line, each easy to SELL because of its dependable quality, its prestige and ready public acceptance. If you are not selling SSIRCO manufactured and distributed products—Products That Sell at a Profit—we invite you to start now. Write today . . . for information on your profit possibilities with the SSIRCO Quality Line.

What's More!

15 Warehouses at strategic points throughout the South permit SSIRCO to give you Overnight Delivery or Drive-In Pick-Up. To you that means—low inventory, less minimum requirements. Add to that the advantage of a complete line of fast-moving products, generous profit margins, free selling-aids, and here's what you've got: The right combination that spells more profits for you.

SIRCO

Also SALES Help

FREE Business Builders to help you SELL the SSIRCO line:
Dealer Signs, Sales Literature,
Displays, Radio Copy,
Ad Mats.



SOUTHERN STATES IRON ROOFING COMPANY

BIRMINGHAM
Montgomery
ATLANTA
Athens
AUGUSTA
Augusta

CHARLOTTE
Charlotte
RALEIGH
Raleigh
FAYETTEVILLE
Fayetteville

Get set for **EXTRA** sales...

PYREX®



Yes—a powerful PYREX promotion hits coast-to-coast this fall, with big-space ads scheduled in your own market area newspapers!

It's September's hottest news in housewares—promising bigger dollar-volume and higher profits for you on the best-known, easiest-to-sell ovenware in the world!

You can put this promotion to work for you, make sure of *multiple sales*—by carrying complete assortments of PYREX Ware! Get set by checking stocks, and ordering now from your near-by PYREX distributor.



Oven Roaster—
3-quart \$1.39



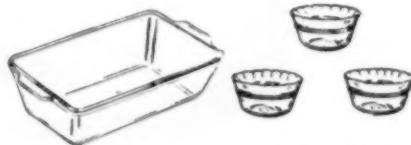
Round Cake Dish
8½-inch 59¢



Square Cake Dish
8½-inch 79¢

LOOK!

All these PYREX sales-headliners
in big September ads in your own
local newspaper!



Loaf Pan	Custard Cups
9½-inch 69¢	5 ounces 5¢
10½-inch 89¢	6½ ounces 10¢

CORNING GLASS WORKS

EXTRA profits!

Ware is in the news!



Better-Baking Pie Plates

Flavor-Saver Pie Plate . . .

keeps in pie juices 9-inch

ONLY 59¢ EACH

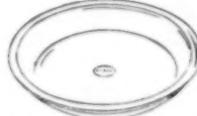
New 11-inch Pie Plate . . .

for extra-large pies



Open Baker

1-quart	39¢
1½-quart	49¢
2-quart	59¢
3-quart	79¢



Pie Plate

6-inch	19¢
8½-inch	29¢
9½-inch	39¢
10½-inch	49¢



Casserole,
Utility Cover

1-quart	79¢
1½-quart	89¢
2-quart	\$1.00



Deep Pie Dish

9½-ounce	15¢
15-ounce	19¢



Utility Dish

10½-inch	69¢
12½-inch	89¢
14-inch	\$1.00



Measures

8-ounce	29¢
16-ounce	59¢
32-ounce	79¢



Casserole,
Knob Cover

1-quart	79¢
1½-quart	89¢
2-quart	\$1.00



3-pc. Bowl Set

\$1.39

Consumer Products Division, Corning, N. Y.



"PYREX" is a registered trade-mark in the U. S. of Corning Glass Works, Corning, N. Y.

FOR MORE
SATISFIED CUSTOMERS

SELL WOOD SCREWS THAT MEET FEDERAL SPECIFICATIONS

LOOK FOR THESE FEATURES WHEN

FULL-SIZE SHANK, of equal diameter to threads. Federal Bureau of Standards tested 10,000 individual wood screws in 7 different kinds of wood, concluded full shank has far greater holding power. Full-size shank required by Government Specifications.

GIMLET POINTS. Sharp gimlet points bite into wood and hold on, resulting in much easier handling and faster starting. Other types of points require greater pressure to start, are apt to slip more readily.

You'll find precision-milled, single-thread Southern wood screws provide all these advantages. And that's not all! It's important to you to know that your orders will be filled promptly, accurately, and that your supplier has full stocks in a wide range of sizes and types.

Southern delivers promptly from its warehouses centrally located in all sections of the country. Our factory stock is currently 534,000,000 wood screws... production capacity

FACTORY WAREHOUSES:

4100 DELL AVENUE
NORTH BERGEN, N. J.

DON'T BE MISLED
BY
CLAIMS FOR OTHER TYPES

Your customers want wood screws of the type that has been Government-tested and proved to have the strongest construction and greatest holding power... screws with husky, full-size shanks, sharp gimlet points and clean, keen edged, cut threads.

Manufacturers of items using wood screws want fasteners made in accordance with *Federal Specifications*, so that they can qualify for Government orders.

Only screws with rugged *single-thread* construction meet all these requirements.

YOU ORDER WOOD SCREWS

PRECISION MILLED SLOT. Milled slots with parallel sides mean safe starting and driving. Other methods of making slots, such as striking the slots when cold heading, result in tapered sides, causing screw driver to slip.

THIN, SHARP, CYLINDRICAL, NON-TAPERING THREADS. Cut through wood cleanly, without tearing fibers. Only *cut* threads can provide this sharp cutting feature.

14,000,000 screws per day! Sizes range from $\frac{1}{4}$ " No. 0 to 6" No. 24 in both steel and brass, slotted or Phillips heads. Packaging is modern... bulk screws are shipped in hermetically sealed steel containers, with easily removed and replaced covers. You're safe when you sell Southern! They're top quality, precision-perfect products, meeting *Federal Specifications* and bringing you bigger sales, more repeat business and greater profits. Write for our catalogue today.

SOUTHERN

SCREW COMPANY

280 DECATUR S.E.
ATLANTA, GEORGIA

110 RICKERT ST.
STATESVILLE
NORTH CAROLINA

Southern HARDWARE

Hardware and Allied Lines - Farm Operating Equipment

Vol. 121

August, 1952

No. 8

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Handy Coils

YOUR CHOICE OF
MANILA OR SISAL



Boost Rope Sales This Modern Way

It's Handy Coils for extra sales—impulse sales! They're packed in a display box to sell rope right from your counter. They boost small rope volume—boost large rope volume. And Handy Coils cut your selling costs. You sell more—make more! Handy Coils are mill fresh—come to you in factory-sealed boxes. The 100 ft. coils are connected and each box contains approximately 15 lbs. of rope. Both Manila and Sisal types are the very best quality made from the finest fibres obtainable. Four popular sizes— $\frac{1}{4}$ "— $\frac{5}{16}$ "— $\frac{3}{8}$ "— $\frac{1}{2}$ ". Rope sales mount up to worth while volume when you lead off with Handy Coils.

... AND HANDY TWINES, TOO!

Seven popular "American Brand" Jute Twines are packed in Handy Boxes. They have the same sales advantages as Handy Coils. You'll sell lots more twine with Handy Boxes. Use this coupon to get complete information and delivery schedules.



American Manufacturing Co.

Noble and West Sts., Brooklyn 22, N. Y.

Please send complete information about:

Handy Coils. Manila Sisal Handy Jute Twines

Name _____

Company _____

Address _____

City _____

Zone _____ State _____

American Manufacturing Company, Brooklyn 22, N. Y.

Rope • Twine • Oakum • Packing • Carpet and Electrical Yarns
Branch Factory: ST. LOUIS CORDAGE MILLS, ST. LOUIS 4, MO.

Sales Offices: Boston • Chicago • Houston

New Orleans • Philadelphia • San Francisco



Washington News

ORDERS, REGULATIONS, PRIORITIES

Congress Votes Extension of Price, Wage Controls

PRICE AND WAGE controls have been extended by Congress for at least until April 30, 1953. These controls are included in the Defense Production Act which was extended by Congress just before it expired on June 30.

However, the extension of the act has done away with credit controls such as existed under Regulation W. The housing credit law, Regulation X, was modified so that it can be brought into quick use again if a housing boom develops. Regulation X will actually remain in effect for at least three months. Whether it will remain effective after that will depend upon the amount of home building.

In general, the new price-wage controls will be slightly weaker than before. The new law includes a policy statement saying that price ceilings should be suspended whenever possible, but there is no actual authority in the law that requires OPS to suspend price ceilings.

There are several important features in the law that may affect dealers.

For one thing, reporting requirements under OPS price orders are suspended for firms selling their goods below ceiling prices.

As extended, the controls law does not permit retailers and wholesalers to use the Capehart amendment as a means of increasing ceiling prices. However, OPS must give retailers and wholesalers their customary pre-Korean markups under the Herlong amendment. One interpretation of the new law is that this does not mean individual pre-Korean markups, for the bill still uses the word "sellers" and not "seller." This is interpreted to mean that OPS can grant pre-Korean markups by entire trades rather than by individual firms.

Another important feature of the new law is that sellers can now challenge OPS orders in the U. S. Emergency Court of Appeals and can take temporary injunctions to stop OPS from putting an order into effect. Such an injunction would be issued, however, only if the sellers could make a strong showing that serious injury would result to them from an OPS order.

The wage portion of the law contains new features, also, that will be of particular interest to dealers. For example, wages are not controlled any more in the case of small firms having eight workers or less. The new law permits wages under \$1.00 per hour to be raised to that figure without WSB approval.

Congress Passes Fair-Trade Bill.

IN THE CLOSING days of the session of Congress just ended, the House and Senate approved another

so-called "fair trade" bill (McGuire Bill, H. R. 5767). This bill will permit the establishing of fair trade prices in states having fair trade laws. In general, the bill will permit the establishing of fixed prices on brand products on more or less the same basis as existed before the recent Supreme Court decision that made such a practice possible only for the manufacturer who could sign price maintenance contracts with all, or nearly all, of his retailers.

In signing the law President Truman stated that it will eliminate certain unfair practices and thereby will help small business to stay in business.

NPA Lifts Ban on Color Television

NPA HAS REPLACED its flat ban on manufacture of household color television receivers with a newly amended Order M-90 allowing manufacturers to apply for and, if they qualify, receive permission to make home-type color TV equipment under certain conditions.

NPA's Administrator, Henry H.

(Continued on page 77)

Metal Allotments Are Increased

HIGHER ALLOTMENTS of controlled materials to manufacturers for the third quarter of 1952 have been announced by the administrator of the National Production Authority. However, because of the continuing heavy military and defense supporting requirement for copper, allotments of brass mill and copper foundry products have been made to one group of products at lower percentages than are provided for the main group of users. Included in this group are household radio receivers and television sets, wire products and others.

In general, third quarter allotments for all household durable goods will be above current levels,

and some will be substantially higher. For example, aluminum allotments will be increased from 30 percent to 45 percent of base period consumption, and the general level of copper allotments will be 15 percent higher than that given for the current quarter.

In spite of these higher allotments scheduled for the third quarter, it appears that the steel strike is now affecting consumer durable goods production. Some producers are slowing production lines to a minimum, others are thinking of beginning vacation schedules early, and at least one company has halted its civilian output for the duration.

"tools just fly out"

says N. Bartolo,
owner of Bartolo's
Hardware Store,
Harvey, Louisiana



Guaranteed to you with
the sensational

P & C *Self Selling*
MERCHANDISER

Mr. Bartolo is but one among scores of merchants who now are REALLY in the tool business. And all thanks go to this proven profit maker...the P & C Self Selling Merchandiser. It's a complete hand tool department on a single, eye-catching, revolving stand...all the fastest-moving, most-wanted hand tools displayed with irresistible buying appeal...completely priced for customer convenience, shadow marked for low cost stock keeping. Customers like it, store clerks praise it, and hardware merchants everywhere sing a song of tool profits.

Ask your P & C Distributor salesman today to give you the complete story on P & C's proven profit plan. He'll help you analyze your hand tool sales to see just which of the P & C Self Selling Merchandisers will best fit your store's needs. It will be the biggest money making move you've taken in quite a spell.

Write for the free, fully illustrated folders that give all the facts on these P & C Self Selling Merchandisers.

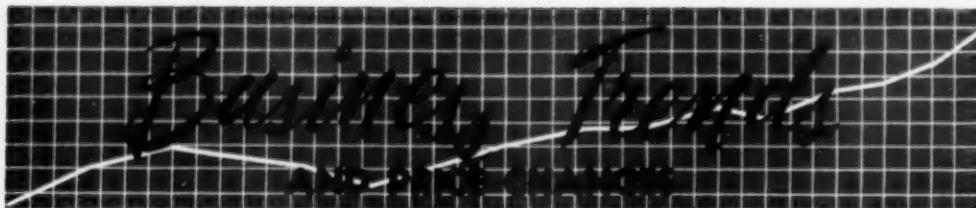
THE P & C ROCKET-150
Holds 150 of the fastest-moving, most-wanted P & C Guaranteed tools. Profits of \$500 and more per year on a starting investment of but \$229.59 are not unusual. Takes but 32 inches of counter space. A proven selling sensation.

THE P & C THRIFTY-50
Provides 50 fastest-selling tools where customers can get at them and buy. Profits of a whopping \$230 per year on an initial tool investment of but \$76.50 are the rule rather than the exception with this unit.



**P & C HAND FORGED
TOOL COMPANY**

Box 39260 • PORTLAND 22, OREGON
Cable Address: PANDTOOL



Retail Sales Improve As Consumer Spending Rises

WITH CONSUMER spending in a rising trend, retail sales in July continued the improvement begun in April and which has been maintained through the early summer months.

Record government spending for defense has been supporting a high-level demand for most goods and services. The outlook for both durable and soft lines is good, though the virtual halt in steel production in June reduced total production, employment, and incomes.

Appliance Sales Up

Still the return of consumers to the market has given appliance sales a notable boost. Inventories have been worked down to reasonable levels with the result that appliance manufacturers have plans to further entice buyers with broad lines of new models. The optimism is industry-wide. For example, television manufacturers—despite the fact that dealers not long back were victims of a glutted market—now predict sales of 6,000,000 sets in the next 12 months.

The relaxation of credit controls gave an undeniable stimulus to retail sales. In May installment credit granted by merchants expanded to 1.3 billions, up 27 percent from April. The gain was 28 percent for automobiles, 42 percent for furniture, and 29 percent for appliances.

The general feeling is that business will continue to improve with the end of the steel strike. Construction continues in a boom stage, defense spending is rising to a new high, and business investment continues strong.

Meanwhile, the farmer in the first six months of the year has seen receipts from marketing move four percent ahead of the 1951 period. Price have averaged

somewhat less but buying has been heavier. But with production costs moving up also, the farmer in 1952 may show a slight loss in net income.

Consumer Durable Sales Show Healthy Increase .

RETAIL SALES rose in both April and May reaching a monthly rate of 13 billion dollars, nearly five percent higher than in March. Most of this advance, according to the Department of Commerce, can be attributed to a 10 percent gain in the sale of durables. Automotive sales, after an 11 percent increase in April, rose again in May by nine percent to a level exceeded only by the peak rates in the two post-Korea buying waves.

Sales of home furnishings declined markedly in April, then rose six percent in May. Increased May sales of these two groups of consumer durables apparently reflect

to some extent consumer response to the suspension of consumer credit control in early May.

Building materials and hardware declined two percent over the two-month period.

Rise In Consumer Installment Credit

AN EXPANSION of consumer credit is at least partially responsible for the rise in retail sales in April. Credit outstanding increased 200 million dollars during April and at the end of the month totaled 19.8 billion dollars, nearly 650 million above last year. Installment credit increased 150 million dollars in April with a seasonal increase of 70 million in automobile sale credit and a 90-million-dollar gain in direct loan credit.

Other sales credit declined in April reflecting the slow sales of other consumer durables.

Price of Cotton Moves Up

THE PRICE OF cotton increased steadily from the last half of May (Continued on page 78)

Geographic Division	% change in sales Mar. 1951 from		3 mos. 1951 from		% change in inventories Mar. 1951 from		Stock-Sales Ratio		
	Mar. 1950	Feb. 1951	3 mos. 1950	Mar. 1950	Feb. 1951	Mar. '51	Mar. '50	Feb. '51	
U. S. Total Sales	+20	+ 4	+35	+34	+ 7	161	146	157	
Hardware:									
South Atlantic	+35	+ 9	+45	+10	- 1	202	248	222	
East South Central	+28	+12	+45	+28	+11	210	216	213	
West South Central	+18	+ 1	+35	+17	+ 2	226	227	224	

Wholesale Hardware Sales and Inventories
(From U. S. Dept. of Commerce Monthly Report)

Here's More Proof of Profit!



**FREE
SPRAY BOOTH FOR COUNTER
DEMONSTRATION**
20 GA. STEEL—WITH UNIQUE CHANGEABLE SURFACE FOR EACH USE.
SELLS MORE PAINT!



1 to 2 Cans Per Week 8 to 12 Cans Per Week!

YOUR CUSTOMERS WILL TRY THEN BUY!

No. 404

No. 404 includes 1 dozen Lustre Chrome Aluminum, 6 cans Pure White, 4 cans Jet Black, 2 cans each Machinery Gray, Chrome Yellow, Transparent Clear, Brilliant Red, Vivid Green, True Blue, Gold. Complete with all steel SPRAY BOOTH at your regular cost for the enamel alone.

AVAILABLE IN WHITE AND 23 BEAUTIFUL COLORS

SOLD THROUGH JOBBERS ONLY. WRITE FOR NAME OF ONE NEAREST YOU.

ORDER
YOUR
DISPLAY
NOW!

No. 505

No. 505 includes 1 dozen Lustre Chrome Aluminum, 4 cans each Pure White, I.H.C. Red, C. & D. Green, Flambeau Red, 2 cans each Jet Black, Dark Gray, Light Yellow, Ignition Sealer. Complete with all steel SPRAY BOOTH at your regular cost for the enamel alone.

SEYMOUR
of Sycamore, Inc.
SYCAMORE, ILL.



HARDWARE INDUSTRY NEWS

A. J. Tener to Head New Perfection Div.

PERFECTION STOVE CO., Cleveland, Ohio, announces that A. J. Tener, vice-president, has been named Director of Market Research, reporting directly to President D. S. Smith. J. C. Scott has been appointed assistant director.

Mr. Tener came to Perfection in 1937 as General Counsel. In 1947 he was promoted to a vice-presidency and, for the past several months, has been vice-president and assistant to the president.

A 29-year employee of Perfection Stove Company, Mr. Scott started in the statistical department as a clerk. For the past several years he has been Statistical Supervisor.

The Market Research Division, newly created, will be concerned with market analyses, sales forecasts and studies of marketing areas, territorial boundaries, etc.

Col. Siegmund Retires from Olin Post . . .

COLONEL WALTER F. SIEGMUND, former general sales manager, Olin Industries, Inc., East Alton, Ill., retired from the company July 1, 1952, after 21 years of service.

Colonel Siegmund joined Western Cartridge Co. in 1931 as a



Colonel Walter F. Siegmund

special representative of both Western Cartridge and Winchester Repeating Arms companies, now the Arms and Ammunition Divisions of Olin Industries. He became assistant sales manager of Western's ammunition division in 1933, advancing to the position of sales manager in March, 1941.

He began his military career more than 30 years ago, serving on the Mexican border in 1916, and in France during World War I. He became a full Colonel in 1922. He served with the air force in World War II and was retired with the rank of colonel in 1944.

Upon his return from active duty, he was appointed general sales manager of Olin Industries, August, 1944.

Colonel and Mrs. Siegmund formerly resided in Alton, but have recently moved to their new residence at 319 Robinhood Place, San Antonio 9, Texas.

P. O. E. Johnson

February 17, 1892 - July 2, 1952

Peter Oscar Edwin Johnson, known to his friends as "Pete," Western Business Manager of SOUTHERN HARDWARE and SOUTHERN POWER & INDUSTRY, died of a heart attack at his Highland Park, Illinois residence on July 2.

Born in Chicago, February 17, 1892, Mr. Johnson received a B.S. degree in Mechanical Engineering from Armour Institute. He was Captain in the first World War, seeing extensive overseas duty. Upon returning to civilian life, he was associated with the Worthington Corporation as sales representative, later with Pure Oil Company as manager of barge operations, McGraw-Hill Publishing Company as business representative and Hearst Publications, joining the W. R. C. Smith Publishing Company, May 1, 1940.



During the ensuing years he gave his utmost to the building of appreciation of the Industrial South.

In his passing, we have lost an able and conscientious associate and a true friend.

W. J. Cooke
President
W. R. C. Smith Publishing Co.

M. E. Haas, G. F. Wright Executive, Passes . . .

MELVIN E. HAAS, Chicago district sales manager for the G. F. Wright Steel & Wire Co., Worcester, Mass., died suddenly on June 13 following a heart attack, while playing golf, it has been announced.

Born August 15, 1906, Mr. Haas first worked for the Colorado Fuel & Iron Co. as salesman and later as manager of its Chain Link Fence Division. During World War II he was manager of the Tube Sales Order section of Pittsburgh Steel Co. Following that, he was general manager of sales for Reynolds Wire Co., and for six years he was Chicago district sales manager of the Chicago office of G. F. Wright Steel & Wire Co. For the last three years he served as president of the Bussey Products Co.

Mr. Haas is survived by his widow, a daughter, and one son, Melvin, Jr.

Flite-Master

America's No. 1 Gym Sets



Illustrated is the "Flite-Master Super DeLuxe", the only complete play unit of its kind on the market. Flite-Master comes in many models with various combinations of play activities. Ask your wholesalers about Flite-Master, America's No. 1 Gym.



The Sandbox comes in two sizes and is constructed of selected woods, and has a bottom of ARMCO PAINTGRIP steel. It is finished in bright yellow and green out-door enamel, with a varicolored awning top. All bolts and screws are zinc plated.



The longest, sturdiest and the only all welded steel slide on the market; features a slide bed of ARMCO ZINCGRIP, framework and ladder of heavy steel. Available in 3 sizes—8 ft., 10 ft., and 13½ ft. lengths.

Sold through Wholesalers Exclusively • Write for Free Colorful Catalogue

CONSOLIDATED METAL PRODUCTS COMPANY
424 E. PEARL STREET - CINCINNATI 2, OHIO

HARDWARE

INDUSTRY NEWS (Continued from page 42)

Blake to Represent Jacobs in Florida .

DUDLEY BLAKE, 2494 South Kuhl Ave., Orlando, Florida, has been appointed sales representative for



Dudley Blake

A. G. Jacobs' Sons, Inc., Verone, N.J., covering the state of Florida.

Mr. Blake has been in the paint business since 1946, as vice president in charge of sales of The Monroe Sander Corp., and then as general sales manager of the United Lacquer Manufacturing Corp., resigning from the latter concern to form his own corporation. From 1942 to 1946, he served in the United States Army.

South Bend Bait Holds Annual Sales Conference

NEW PRODUCTS introduced at the South Bend Bait Co.'s 24th annual sales conference held in South Bend, Indiana recently, included a number of hollow and solid glass casting rods in a variety of lengths and handle styles, a more complete selection of the South Bend XL hollow glass fly rods and spinning rods, and new XL hollow glass salt water and surf casting rods. New spinning lures have been perfected and are in the first stages of production, as are several new surface and underwater lures.

Also, it was announced that the final patent rights on the Presto-Lock handle have been assigned to the company and that this handle will be used on several other South

Bend casting rods. Company executives leading the conference discussions and introducing new products were Harold O. Stream, president; H. P. Gibson, sales vice president; and V. William Leusch, manufacturing vice president.

Material shortages and restrictions in the past year resulted in delayed deliveries to the trade, and curtailed production of several reels, it was announced. However, company officials foresaw a marked improvement in the scarce items and predicted that many of the company's scarce items would be in use before the close of this year's vacation and fishing season.



E. W. Clark

E. W. Clark Retires after 66 Years with Atkins . . .

E. W. CLARK, assistant to the general sales manager of E. C. Atkins & Company, 402 S. Illinois St., Indianapolis 9, Indiana, retired on June 30, after 66 years of service with the company.

Mr. Clark joined the Atkins organization in 1887 as a clerk in the financial department. In 1889 he was made manager of a newly opened branch sales office at Chattanooga, Tenn. After serving in this capacity for eight years, he traveled in some 20 eastern and southern states, as well as in Mexico, representing the mill and industrial lines. Returning to the general sales office in 1901, he developed

a hardware distributor organization and promoted sales to machinery builders and the export trade. In this capacity he became widely known and addressed many trade associations.

From 1913 to 1933, Mr. Clark was manager of the New York sales office. Since 1934 he has been a special representative with headquarters at the New York office.

SSIRCO Named Southeast Alsynite Distributor . . .

SOUTHERN STATES Iron Roofing Co., with headquarters in Savannah, Ga. and branches in 15 other cities, has been named Alsynite distributor for the Southeast, according to the Alsynite Co., of America.



Officials and representatives attending the annual sales conference held by South Bend Bait Company in South Bend, Indiana recently



Year after year, exclusive Franchise BPS Dealers everywhere have been making a mint of money with dependable, made-with-oil Flatlux, the wall paint that tops them all for profit and performance. Now, with sensational new, made-with-oil Flatlux Regal Colors at their command in luxurious deep tones, they're set to make even more. Don't stand in your own way! Step right up and put your name on the line . . . the one and only BPS line . . . that means more customers and more profits for you.



Capture your local single-color style market with BPS Satin-Lux and BPS Glos-Lux. Color-matched to Flatlux, they sell faster on a "one sale gets you two, two can get you three" basis!



Never Before Such High Fashion . . . High Profit Colors for Low Cost Styling!



The Patterson-Sargent Company,
1325 East 38th Street,
Cleveland 14, Ohio

I'd like to know more about the BPS Line and its profit advantage.

NAME _____

ADDRESS _____

CITY _____ STATE _____

HARDWARE

INDUSTRY NEWS

(Continued from page 44)

Don Hopkins to Represent MIRRO in Florida . . .

ALUMINUM GOODS Manufacturing Co., Manitowoc, Wis., announces that Don C. Hopkins has been appointed to represent MIRRO aluminum cooking utensils in Florida.

Mr. Hopkins has been with the company since 1947 and was in



Don C. Hopkins

the sales division at the firm's home office before receiving his new appointment. A graduate of Marquette University and a veteran with several years' military experience, he will make his headquarters in Lakeland, Florida.

James Heddon's Sons Annual Sales Meeting

TERRITORIAL representatives recently attended the annual sales meeting of James Heddon's Sons, Dowagiac, Mich., where a number of new products for the 1952-53



Members of Heddon's sales force and sales department unroll a 40-foot scroll, revealing the breadth of their 1952-53 advertising campaign featuring new products. Leading business magazines will carry complete details prior to and throughout the selling season.

season were announced.

The session lasted an entire week, during which time the discussion covered new items, matters of policy, company expansion, advertising, catalogs, etc. The annual sales meeting picnic, one highlight of which was an obstacle casting game, concluded the meeting. Bill Moore, mid-South representative, and Earl Miller, sales department, won first and second place honors in the casting contest.

Devereaux Leaves Nesco to Form Own Business . . .

DONALD J. DEVEREAUX resigned as general manager of the Stove and Heater Division of Nesco, Inc., effective July 1, 1952.

Mr. Devereaux is going into the manufacturers' agency business in the southeastern states, with headquarters in Sarasota, Florida. In the future, he will be operating as Don Devereaux & Associates.

Nesco Appoints Anson Southwest Sales Manager

VINCENT ANSON has been appointed regional sales manager for the Southwest district of National Enameling & Stamping Co., according to an announcement by Paul H. Hill, vice president and director of sales for the housewares concern.

Mr. Anson will be located in St. Louis. Salesmen in this territory cover Missouri, Kansas, Oklahoma, Texas, Nebraska, Iowa, and Southern Illinois. He will be responsible for maintaining harmonious work-



Vincent Anson

ing relationships between dealers, distributors and the company. He has been with Nesco for more than 25 years.

Mallow to Represent Ives in Southeast . . .

EUGENE MALLOW has been appointed southeastern sales representative for The H. B. Ives Company, New Haven, Conn. He will serve Ives hardware wholesalers and builders' hardware consultants



Eugene Mallow

along the Atlantic seaboard from Philadelphia to Florida.

For more than 20 years Mr. Mallow has traveled along the entire east coast from the Carolinas to Canada. Prior to his present association, he represented the Chicago Spring Hinge Co. in this area.

His entire business career has
(Continued on page 76)

NEWS! WARM MORNING GOES ON NBC



Helping You Sell WARM MORNING Heaters!

Paw Always Told Me to let folks in on good news, and I've *really* got some! Me and Moon Mullican, Annie Lou and Danny and The Warm Morning Boys are all set to tell right around *ten million people* about Warm Morning Coal Heaters and Gas Heaters! Oh, man! That means there's going to be hundreds of prospects hearing us, for every dealer in our listening area!

I Don't Want To Sound Braggy, but those folks are goin' to high-tail to your place and say, "Let's see one of those Warm Mornings The Duke is always talking about!" Yes sir, we're going to be on NBC during your best selling-months—and folks will be buying Warm Morning Coal Heaters and Gas Heaters from you like you never did see!

Pick Out The NBC Station In Your Area — And Tell Your Neighbors To Listen In!



Oh, I 'Most Forgot — Ernest Tubb, Cowboy Copas, Hank Snow, Jimmy Dickens and a passle more are all set to be guest stars! There'll be a different one *every week* to help us sell!

I Don't Need To Say that you'd better have a big stock of Warm Mornings ready—Shucks, you already *know* that! But it might be a right smart idea to sort of count over and make sure you have enough!

WLW	Cincinnati, Ohio	WWOW	Logan, W. Va.
WINE	Indianapolis, Ind.	WILS	Buckley, W. Va.
WDAF	Kansas City, Mo.	WBKX	Clarksburg, W. Va.
WOPP	Bristol, Tenn.	WHBS	Bluefield, W. Va.
WAVE	Louisville, Ky.	WDAM	Pittsburg, Kan.
WAPT	Kingsport, Tenn.	WBBC	Richmond, Va.
WSM	Nashville, Tenn.	WBOW	Terre Haute, Ind.
WSVA	Harrisonburg, Va.	WMIT	Charlotte, N. C.
WLS	Roanoke, Va.	WBB	Atlanta, Georgia
KSD	St. Louis, Mo.	WBRC	Birmingham, Ala.
WNWA	Marietta, Va.	WRUL	Knockville, Tenn.
WQMY	Charleston, W. Va.	WMC	Memphis, Tenn.
WPVV	Pulaski, Va.	WGBF	Evensville, Ind.
WREX	Lexington, Va.	WSJS	Winston-Salem, N. C.
		WRDN	Ronceverte, W. Va.



Get Ready for the sales-and-profits opportunity this new Warm Morning Show is creating for you! Stock up on Warm Morning Coal Heaters with the patented Firebrick Interior... Warm Morning Gas Heaters with the exclusive "Heat Ramp"!



LOCKE STOVE COMPANY

**Keep after
this brand**



**with its little
"trade" man**



**famous to
so many people**



**for so many
good reasons!**



They're worth waiting for! (Though today's shortages have made them scarce, the situation is improving.) Keep identifying your store (with the popular, practical Bassick display) as headquarters for Bassick "Diamond-Arrow" and "Diamond-Dart" casters and rubber cushion glides. First in customer preference and satisfaction. THE BASSICK COMPANY, Bridgeport 2, Conn. In Canada: Belleville, Ont.

Bassick

MAKING MORE KINDS OF CASTERS / MAKING CASTERS DO MORE



WHOLESALE NEWS

Spicola Hardware Opens New Plant in Tampa, Fla.

ONE OF THE MOST modern wholesale hardware plants in the South was formally opened June 4 in Tampa, Florida, by Spicola Hardware Co.

More than 5,000 persons including many dealers visited the new facilities of the 48-year-old firm. The new building permits the company to consolidate its operations in one place, business previously having been conducted from four warehouses in separate locations in Tampa.

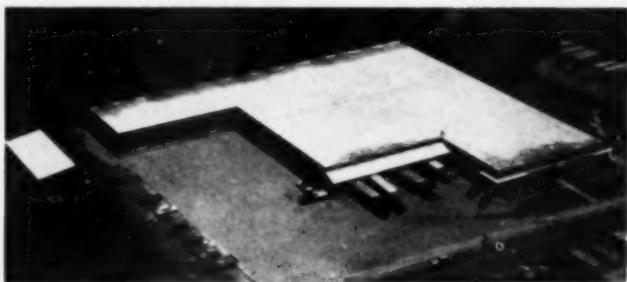
The new building is of one-story construction providing 80,000 square feet of warehouse, office and display space. 300 feet of trackage extends along the rear of the building, while an addition-

al 200 feet extends beyond the building on the north side. To permit easy loading of the company's 10 trucks loading docks are level with truck tail gates. To the left of the loading dock, ample space is provided for customer parking.

The company's billing, credit, stenographic and executive offices are air-conditioned and are served by 21 telephones supplemented by an inter-communication system which connects every office and department including all parts of the warehouse.

The office area also includes a sales conference room for the company's weekly sales meetings. Each of the firm's 10 salesmen has his own desk where private conferences with customers

(Continued on page 74)



New facilities of Spicola Hardware Co. provide 80,000 square feet of space. Customer parking lot is at left of the building



Company's modern sample room measures 50 x 60 feet

193 ways to build store traffic and make more money

The RED HEAD line features your store as the place that has a complete line of hunting and fishing clothing, equipment and accessories. Sportsmen will prefer to buy in your store when you can sell them practically any piece of clothing and equipment they want. And, profit climbs high when your customers always find the complete RED HEAD line.

While the RED HEAD duck is working hard to sell that SKEETRAP VEST...

you have a golden opportunity to sell RED HEAD GUN COVERS and CASES, RECOIL PADS and RIFLE SLINGS. The powerful profit maker, related selling, is only possible when you have the complete line to offer...RED HEAD of course, because quality, service and customer satisfaction are the best you can sell, the best way to build store traffic and make more money.

- 13 HUNTING COATS
- 12 HUNTING PANTS
- 18 HUNTING CAPS
- 18 GAME BAGS
- 4 HUNTING VESTS
- 3 HUNTERS PROTECTIVE CAPES
- 7 LEATHER GUN CASES
- 21 GUN COVERS
- 6 SCABBARDS
- 5 CARTRIDGE HOLDERS
- 6 HOLSTER STYLES
- 3 SHELL BELTS
- 13 CARTRIDGE BELTS
- 7 RECOIL PADS
- 18 RIFLE SLINGS
- 5 SHELL POUCHES
- 7 SHELL BAGS
- 3 GAME CARRIER
- 2 LEGGINS
- 1 SKEETRAP COAT
- 1 SKEETRAP VEST
- 2 FISHING COAT
- 2 FISHING VESTS
- 6 FISHING CREEL
- 5 CREEL HARNESS
- 3 WADER SUSPENSERS
- 3 REEL CASES
- 5 TACKLE BAGS
- 2 SPORTSMAN'S BAGS
- 6 DUFFEL BAGS
- 2 PACK SACKS
- TARPAULINS, PAINTERS
- DROP CLOTHS, ETC.
- ANY CUSTOM MADE CANVAS PRODUCT

RED HEAD TRADE SHOWROOM
4300 West Belmont Avenue
Chicago 41, Illinois

How to increase sales with **DIXISTEEL** nails

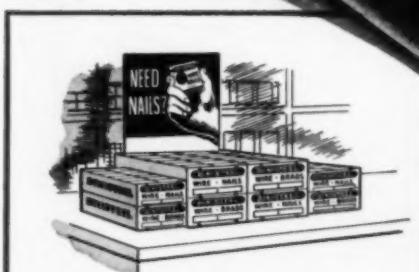


Everybody needs nails — especially the handy sizes for use around the home. Yet most folks forget to buy them when they are in your store.

So, why not take advantage of this situation and put some packages of DIXISTEEL Wire Nails and Brads out where your customers can *see* them and *buy* them on the spot?

The new, red, yellow and black DIXISTEEL packages are real eye-catchers.

Order a supply of DIXISTEEL Wire Nails and Brads from your wholesaler and watch your profits grow!



Try this little sure-fire merchandising trick! Take a few packages of DIXISTEEL Wire Nails and Brads and put them out on a counter where your customers can see them. Place a small sign in back, asking this simple question: *Need Nails?* Our representative will be glad to give you a sign, or if you prefer, write us and we will send you one.

Atlantic Steel Company

MAKERS OF **DIXISTEEL** SINCE 1901

ATLANTA, GEORGIA

Know All Men By These Presents That O. W. Brady and O. W. Brady, Jr., doing business as BRADY MERCANTILE COMPANY, 9801 N. W. 7th Avenue, of the City of Miami, County of Dade, State of Florida, hereinafter called the first party, in consideration of

Dollars, 3.

and other valuable considerations, receipt of which is hereby acknowledged to the full satisfaction of the first party, paid by

City of _____ County of _____
hereinafter called the second party, to sell, transfer,
following described personal property now being in the possession of the second party,

BUDGET

SELLING

-their answer to
chain store competition



BY WINNING THE business of those customers who might normally go to the chains, a budget selling plan has helped to increase gross volume 100% over the past five years for the Brady Mercantile Co., Miami, Fla.

"When we did an all-cash business, I often used to stand by and

By Hal M. Newsome

watch a wistful-eyed prospect who wanted to buy a \$50 bicycle or a good lawn mower, bite his lips, scratch his head in thought and then go out and buy it somewhere else 'on time,'" said Otto W. Brady,

Jr. "So, six years ago, we decided to borrow a page from the chain-store book of operations, namely budget selling, and in the last five years our budget business has easily doubled. It has been the pace-setter in the 100% increase in our gross volume. This has encouraged us to open another store in near-



The Brady team—father and son—give full credit to budget selling plan for the store's increased sales



Hedge shears and other small items, many priced under \$5.00, are cheerfully sold on the budget plan



Store's three collection letters are of graduated severity

BUDGET APPLICATION			
Name:	____	____	____
Business Name:	____	____	____
Present Address:	____	____	____
Mailing Address:	____	____	____
Former Address:	____	____	____
Out-of-State Address:	____	____	____
Married:	____	____	____
Home Owner:	____	____	____
Other Property:	____	____	____
Present Occupation:	____	____	____
Where Employed:	____	____	____
Former Employer:	____	____	____
Months Employed:	____	____	____
How Long Employed:	____	____	____
Credit References:	____	____	____
1. _____	Address: _____	Employer: _____	Relation: _____
2. _____	Address: _____	Employer: _____	Relation: _____
3. _____	Address: _____	Employer: _____	Relation: _____
Personal References:	____	____	____
1. _____	____	____	____
2. _____	____	____	____
Articles:	Cost:	____	____
Social Bar:	Bar:	____	____
Motor Car:	Driver Charge:	____	____
Description:	Gasoline:	____	____
Articles To Be Kept At Home:	Balance Due:	____	____
Weekly Payment: Payable each _____ beginning _____ in the amount of _____ each week, and no additional payment in the amount of _____ which is the _____ and final payment.			

Budget application, above, which customers must fill out, gives the store full credit information. To hold costs down and to avoid delay, the Bradys make their own investigations. Generally, a decision is made at once so that the customer may have the desired merchandise immediately. Expensive merchandise, such as these theodolites, right, can be bought over a period of eight or ten months.



thousand items, both large and small, on 'time' — everything from a pound of nails to a power mower or a complete set of high-priced tools.

"The profit on the original and introductory deal is not of first importance, though with the 25% down payment and our 10% carrying charge on the balance, we realize, eventually, a little more net profit than on a cash sale. But the point is, we have won a new customer and helped him form a buying habit which will lead him back to us time after time. The weekly payments bring him back several times into the store, where our general display gets in its suggestive work for future buying of other items. Customers whose general credit rating is good are encouraged to 'graduate' to regular 30-day terms with no down payments.

"To keep the costs down, earn the extra profit and eliminate red tape and delay, we both investigate and finance all budget credits ourselves. We find it takes at most only about 4 or 5% more gross capital, and a few more minutes of richly-rewarded time and paper work for each account. We check with other stores, and, if necessary with employers given as references, by phone or mail, and in turn we exchange credit information.

"As a rule we try to make a positive decision on the spot, while the customer is in the store. We base our decision on the written information on the budget application form, and on the applicant's behavior under casual questioning, or on a quick phone call. If we can let him walk out with the merchandise, or at least a promise of



Though store for one nine-month period was virtually isolated because of road repairs, customers, despite the inconvenience, still came to buy on the budget plan wire fencing, above, and housewares, below



early delivery, it makes him feel much better. All of our clerks are trained to sell on budget and to fill out these forms. We only hold up

for overnight checking the doubtful cases, which are much in the minority. Many of the applicants we know already from neighborhood acquaintance.

"Our salesmen are permitted to okay repeat sales to budget customers on the approved list, but all new accounts must be authorized by my father or myself. The contracts are retain-title notes, but we rarely have to use them. You get pretty expert at sizing people up, and our local credit information is good. Naturally we find that home-owners are the best risks, and our repossession losses together are less than $\frac{1}{4}$ of 1%. On the rare repossession, mostly of big-ticket items, we often make, eventually, more profit than usual, for we always get a good part of the cost from the first customer and there are plenty of buyers for a good used power mower, for example, at a good price.

(Continued on page 67)



SELL 'EM ON QUALITY

for a steady volume on power tools



FOR A SUCCESSFUL power tools volume, sell the customer on quality, rather than on price, says H. H. Tanner, manager of Parker-Austin Hardware, Bryan, Texas.

"The salesman who knows very little about power tools and their application will try, invariably, to sell the customer on price, pushing the cheaper models all the time," he said. "For that reason, we do not allow anyone in the store to show, talk, or sell power tools other than the department manager, Henry Gilstrap, who was placed in charge of this department after he had completed his vocational training."

Power tools are displayed right inside the store's entrance. Hand and bench tools also are displayed here, but units complete with metal stands are displayed further back in the store.

"The average power tool customer usually looks at the hand or bench models first," Gilstrap

pointed out. "And it is well that he does, for they are less expensive.

"Our display is arranged so that the customer, for example will examine the best bench model saw first. It is priced at \$69.95. This gives me the opportunity to explain the saw's best features. The unit is plainly price-tagged. While I am

Manager Gilstrap, above, first explains a quality tool to a customer, then explains the various features of a less expensive model, below

explaining the saw's features, therefore, the customer is aware of the cost."

Many times the customer remarks that \$69.95 is more than he wants to spend, or, perhaps, more than he had anticipated spending. Does the store have anything less expensive?

Gilstrap has the customer walk around the display unit to inspect a cheaper model, Gilstrap remaining where he is, by the \$69.95 model.

"I let the customer examine the less expensive model by himself," he said. "And while he is examining it, I explain the features it does not possess, compared to the model he had just been examining. I help the customer 'unsell' himself on the less expensive model, and, at the same time, I explain that this



saw still has more features than the similarly priced units which chain stores feature."

Gilstrap has found it better to have low priced items on his shelves to compete with the chains, than to ignore the chains.

"If we did not have the competitively priced items," he continued, "many customers, after seeing our quality line, would then go to a chain, with the impression that they were getting the same quality for less money. Certainly, the chains would not explain their low-priced item by telling the customer the extra quality that we offer for more money."

While many hardware dealers handle only the higher priced tools, Gilstrap considers it better to stock a few competitively priced items, in order to let the customer compare the cheap with the best and thereby sell himself on quality. Quality is obvious; inferior merchandise also is obvious—but only when you compare the two side by side, Gilstrap pointed out.

"We do not make the mistake of having only the best to display and sell while assuming that we can urge the customer to visit the chains to learn the difference and

To capture his share of the broadening market for power tools, this dealer emphasizes quality in both displays and salesmanship. As a result, 80 percent of his customers interested in power tools eventually purchase quality merchandise

then return to us to buy the better quality item at more money."

The customer is going to get all he pays for, Gilstrap said, and any idea of tossing the chain stores the price-conscious customers not only costs the hardware dealer a sale, it often loses him a customer.

"In selling power tools," Gilstrap continues, "I have found that 80 percent of the customers buy the better quality item — after they have examined the lower-priced units. The competitively priced bench saw sells for \$39.95 as against \$69.95 for the better quality saw. Joiners also are similarly priced. Our better bench model joiner is priced at \$51.95, the competitively priced joiner, \$39.95."

Gilstrap makes no deliberate attempt to mislead the customer. However, 99 percent of them assume that the price of the bench model includes the motor.

"Many customers already have a motor," he pointed out. "They buy, perhaps, a bench saw. When

they get home with it, it occurs to them that there is no motor to run it. Back they come to the store. If they had known at the time of buying the power tool that they also had to purchase a motor, they would not have bought at all."

The customers are not angry and don't feel misled, but — "What does a motor cost?"

"I recommend a 1/2 horsepower motor," Gilstrap said. "A heavy-duty motor retails at \$61.75. Now is the time to show the customer a saw with stand and motor. (If the customer asks about the motor before buying a bench model, I show him an assembled model then, after telling him the price of a motor). The assembled saw with motor, metal stand, and extension, is priced at \$162.75. There is a \$1.50 difference between this and buying a bench model and the motor, and building a wooden bench."

By following this routine, Gilstrap sells a complete unit to 60

(Continued on page 70)

A complete stock of accessories is essential in developing added sales in the power tools department

To 80% of the customers interested in power saws, Gilstrap eventually sells the complete assembly



DEALERS LOOKING for an added source of revenue might take a tip from Sam Henley, owner of Planters Hardware Co., Blytheville, Arkansas, whose sales to schools add \$75,000 to the store's annual gross volume.

If sales to schools are really to pay off, there is no room for a haphazard sales program. Consequently, Henley employs an outside salesman whose primary job is to sell athletic equipment to schools. His success can be measured by average annual sales of about \$45,000 in athletic supplies. And as a direct result of these contacts, the store also realizes an additional \$30,000 volume from sales of paint, chalk, paper towels, cleaning supplies and other school maintenance items.

Despite the heavy annual sales of this merchandise, only about 80 square feet of display space is required to maintain year-round displays of these lines.

When Henley purchased the

Selling Athletic Equipment to Schools

***... adds \$75,000 annually
to store's gross volume***

store eight years ago, it did not sell athletic equipment to schools. The choice display spot at the front was devoted to gift items. Sensing new opportunities that could stem from the promotion of athletic goods, he moved the gift items to

a side display and added a permanent display of athletic goods to take their place.

"Volume for that part of the store increased five times," he said. "We soon found that only a relatively small display space is necessary for selling a very large volume of athletic equipment. In our present set-up, the athletic equipment display occupies a minor part of the sporting goods department. One table, filled with seasonal items for competitive sports, such as softball, baseball, football, etc., plus one display window devoted entirely, or in part, to athletic goods, cover our display needs for the department.

The bulk of our selling is done over the desk of the school superintendent or the athletic coach. The permanent display in the store

(Continued on page 69)



Though sales of athletic supplies to schools accounts for \$45,000 of this store's annual volume, this display above which is changed seasonally takes up only about 80 square feet of display space. As a result of contact with schools, store's sales of school maintenance supplies such as paint, cleaning supplies, paper towels, etc. account for an additional \$30,000 in annual volume.



N. M. Hunt, left, presents a bonus check to Manager Ross Hooper. Paid at 6-month intervals the profit sharing bonuses have eliminated personnel turnover and increased volume

By Bob Bray



Successful

PROFIT SHARING PLAN

INCREASED SALES volume, improved service in the store, and reduced employee turnover are the direct results of a profit sharing plan developed by N. M. Hunt, owner of Hunt Hardware, Amarillo, Texas.

Salesmen in this store have every incentive to sharpen their sales efforts. Under the terms of the plan, Hunt's top employee, for example, receives annual wages of approximately \$5,000.

Hunt, who has been in business in Amarillo since 1938, said that the plan has been a virtual cure-all in his operations. For example,

it has eliminated the past worry of constant changes in personnel. At the same time, it has given his employees more money and, what is more important, an incentive they never had before.

As a direct result of these two conditions, the store is doing a better business—has more steady cus-

- increases sales volume
- reduces personnel turnover
- creates efficient service

tomers—and Hunt, himself, has more freedom from the every-day store worries that harrass the average businessman.

The store is located in an outlying business section of Amarillo. Average gross volume is well over \$100,000 annually, and three persons are employed.

Actually, Hunt's profit-sharing plan is not new or unproven to his firm. He started it in 1946, and he has gradually modified and improved it ever since, to both his and the employees' benefit. At first, the plan was started to solve the problem of keeping efficient workers in his store.

"I tried everything to keep help in those days," he recalled, "but simply paying high wages wasn't the answer, because that didn't necessarily mean that you would get a man you wanted and one who would help your business." During that period, he had a turnover of from 10 to 15 employees.

To solve the problem, Hunt decided to test a profit-sharing plan whereby he would put his employees in a weekly drawing account and pay them a percentage of the
(Continued on page 70)



Hunt Hardware, above, is located in an outlying business district, employs three persons, and has an annual sales volume that exceeds \$100,000.



Popular radio quiz helps dealer

Double Store Traffic!

A LOCAL RADIO quiz program, which brings a sizable number of prospective customers into Cloverland Hardware every day, is largely responsible for the steadily increasing sales volume for this store, located in a new suburb of Montgomery, Alabama.

Posted somewhere within the store, on a small strip of tape, is the answer to the question raised on the radio quiz, and numerous residents of the suburban area visit the store daily to browse around in search of the answer. While looking for it, they pass through appealing displays of attractive merchandise—and they buy.

This novel program actually is a radio - telephone quiz, different from any other quiz, since it consists of chain telephone calls. Each person who receives a call is eligible to receive a jackpot of prizes, provided she knows the correct answer to the question—and, win or lose, she chooses the next person to be called. Therefore, it is the only

This novel promotional idea holds the interest of old customers and attracts new business to the store. Result: Added Sales

quiz show in radio that the listeners actually control.

According to James Mathers, who with his mother owns and operates Cloverland Hardware, sales have shown a substantial and steady increase since the radio quiz was begun. Along with the 12 other merchants in his shopping center, he offers an attractive prize to quiz winners—and one of his customers was a recent winner in the contest.



"It's been a fine promotional stunt," he said. "We have more store traffic than we have ever had before, and our sales definitely have responded to the idea. In fact, ever since the radio quiz was begun, our sales have shown a large and steady increase. Residents from this entire area come in and browse around—either for merchandise or for the current quiz answer. And while they are here, they get both."

Each radio broadcast begins a new series of relay calls from a list of telephone numbers selected by the announcer; and from neighbor to neighbor, friend to friend, the calls go zipping all over Montgomery. However, the moment a person called is not at home, or when there is a busy signal, the chain is broken, and a new relay is started from one of the station-selected numbers.

Listeners know that if they agree with each other to pass the calls along, they have a better chance of being called, so many relay quiz

(Continued on page 72)



Above, Radio Quiz winner, Mrs. Lillian Hudson, shows Jim Mathers the answer that won the jackpot. Below, after correctly answering the question, she returned to the store to collect part of her winnings



Mrs. Annie Williams here presents a bride-to-be with the gift of a plate starting a set in the pattern displayed on the table in the gift department

These special services help

SELL MORE GIFT GOODS!

SPECIAL SERVICES, designed to aid the giver and appeal to the gift recipient, have helped Sprouse Brothers Hardware Store, Springfield, Tennessee, increase sales and traffic in its attractive gift department.

One of the department's most appealing services is its manner of handling wedding gifts. Mrs. Margaret Swan, who is in charge of the department, keeps an accurate and neat Bride's Book for this purpose. Similar to an office ledger, the book contains separate pages for each bridal couple's registry.

Announcements of engagements are checked carefully by Mrs. Swan, and she immediately writes a letter, or telephones, the bride-to-be to visit the store and accept a free present from the gift shop. When the bride-to-be comes in, she is presented with the first piece of a multi-piece dinner set, or crystal or silver set. This is not merely a souvenir offering, but a handsome piece which the average wedding guest might select. If it is for a table set, the future bride is given one of the plates valued at approximately \$3.75. If it is for a crystal collection, it may be a piece of stemware worth as much as \$2.50.

While she is in the store to receive the gift, the bride-to-be signs the Bride's Book, giving her birth, the groom's name and birthdate, and the date they are to be married. This gives Sprouse Brothers a permanent record that is valuable for future use.

Of course, the most immediate value of the registry is the wedding itself. When wedding guests learn of the registry, many of them buy additional pieces for the set selected. Thus, relatives and friends of the couple may continue to add gift pieces to the pattern until it is completed. Of course, the couple itself might be the chief source of buying, to finish the set.

This "pattern-starting" idea is equally successful for other occasions, such as pre-nuptial showers, stork showers, and Mother's Day. For example, the store tactfully queries many customers on unfinished patterns they have started. This gives the gift shop an opportunity to bid for its completion, or a chance to add to it.

Then, again, when a customer

By Ross Holman

visits the department to select a present for her mother, Mrs. Swan promotes the starting of another pattern, thus enabling the customer to add to the set on future occasions. Frequently, several grown children will get together and either buy or start a new pattern for their mother.

In addition to these services in helping the customer select the appropriate gift, Sprouse Brothers offers special gift wrapping. Attractive wrappings, Mrs. Swan pointed out, add to the pride in which the gift is given and received. There are special wrapping papers for each occasion, bedecked with colored ribbon bows. These bows are made in slack moments by Mrs. Swan and her able assistants, Mrs. Annie B. Williams and Mrs. R. T. Randolph, wife of one of the owners.

For wedding presents, the gift wrapping is a special white paper with white ribbon. The pre-wedding shower gifts have a wrapping of floral paper with colored ribbon bows. For the stork shower the



A bride-to-be signs the Bride's Register in the gift department, after receiving a free gift from the store. This date proves a valuable record

colors are baby blue, pink and white.

The gift department at Sprouse Brothers is on an elevated balcony at the rear, with steps leading up. Here, dinner sets, traffic appliances, china, silver, etc. are all attractively displayed on wall shelves and center counters. Each item is individually arranged and priced so that any buyer can browse around and see the various wares.

One of the best "teasers" is the fully set table, complete with china and silver, and ready for guests. By looking at the arrangement, customers are able to see how the various sets will actually look when in use.

Window Display

At Christmas, Mother's Day, and other occasions, one of these fully-set tables is placed in the show window, with supporting radio and newspaper advertising announcing it to the public. Also, the "pattern-starting" idea is fully promoted on every possible occasion. The department has responded so well to advertising that it is given more push in the store's promotion than any other department.

The 15-minute radio program sponsored by Sprouse Brothers will soon take on a new aspect. Instead of the regular radio announcer handling the work, Mrs. Swan will broadcast, with all the enthusiasm of a buyer. According to the company, no one can promote the dealer's merchandise more convincingly than the one who sells it.

Sprouse Brothers Hardware

Store was organized over a quarter century ago by the Sprouses, though today it is owned by R. T. Randolph and his son, W. D.

♦

Greeting Cards Prove a Profitable Specialty . . .

WHEN YOU ENTER the Taylor Hardware & Home Supply Store, San Antonio, Texas, you first see a display of greeting cards. And according to Owner John N. Taylor, they have been a profitable line since they were first stocked several years ago, in response to customer demand.

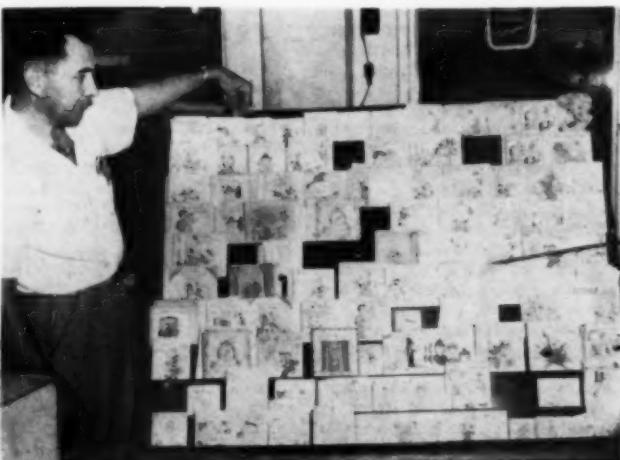
When he first stocked greeting cards, Taylor used a book, from which customers might select their cards. The selected card was then taken from a drawer behind one of the counters. But demand increased, and he obtained a modern metal rack which holds and displays a large supply of cards and envelopes.

A special counter was built to support the rack, and shelves beneath the counter display kindred items. Finding the right spot for the display was the greatest problem, for when placed on top of the counter it obstructed the view of other displays. Finally, Taylor put coasters under the four corners of the counter, so that it could be moved easily. For a time it has been placed just to the right of the front door, where it is easily seen and where it does not obstruct the view of other displays.

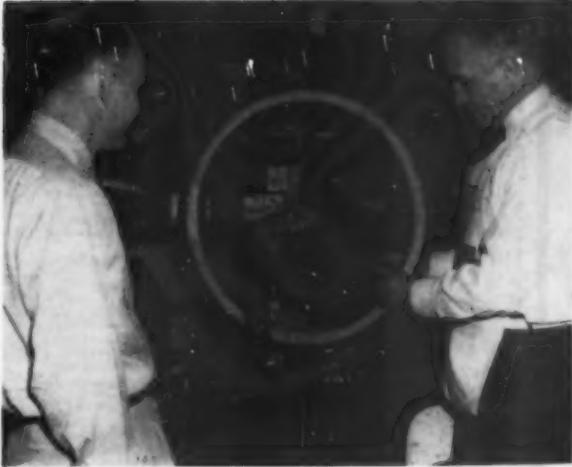
Taylor buys cards from one firm, which offers a re-order system that facilitates the re-ordering of any particular card. Thus, keeping the stock complete is a simple matter.

As for profits from the line, he pointed out: "The hardware business is one of many small profits on small items, which add up to make the store a going concern. Greeting cards are as profitable—if not more so—as any item in the store which sells from 10 cents to a quarter. And we have lots of such items."

And by putting the counter on coasters, he has found the line easy to display, easy to stock and handle, and easy to sell at a profit.



Owner Melvin T. Young, right, repairs a bicycle wheel in the repair shop. Every hardware dealer, he says, should be known in his community for having some specialty — repair service has proven a profitable specialty in his store.



REPAIR SERVICE

...a profitable specialty

A REPAIR DEPARTMENT not only enhances a hardware store's value to the community, but can be an important source of profits as well, according to Melvin T. Young, owner of Parkway Cycle & Hardware Co., Arlington, Va.

"I have always believed that every hardware store should have at least one specialty that distinguishes it and establishes its reputation in the neighborhood," he said. "For some dealers that specialty might be building materials, rental equipment or carpenter's tools. My

plan was to promote the fact that we service what we sell."

A highly skilled mechanic himself, Young installed a complete repair shop that is equipped to repair bicycles, carriages, wagons, strollers and toys, sharpen all hand and power mowers, knives, scissors, and rewire and repair lamp cords and a limited number of small electrical appliances.

With the store located in a sub-

By B. Miller

urban area, the repair department not only has produced a steadily growing volume, but it has helped boost sales of mowers, bicycles and other wheel-goods as well as trade-ins. On an average day, 24 repair jobs are handled including mower and saw sharpening, welding, and work on bicycles and lamps. In peak periods during the spring, when two men work a 10-hour day to handle the large volume of work, as many as 50 lawn mower repair jobs have been completed in one day.

Equipment in the shop includes power grinders and bed knives for hand and power mowers, an air compressor, welding equipment, saw filing equipment, and general bench tools, such as a drill press. The company is an authorized service agency for one line of mowers and has two factory-trained mechanics to handle this repair work.

"Skilled labor is the number one problem in the operation of a reliable repair service," said Young, who has recently lost one of his trained mechanics to the armed services. "Unless a dealer is a skilled mechanic himself, he should hire someone who is. The next step is to train a young high school or

(Continued on page 72)



Trade-ins are considered profitable when they are well-handled, Young says. But it takes experience to correctly appraise their value. He sells a large number of used bicycles. These cost from five to ten dollars and sell for \$25.

Vaught's presents

FIESTA

Value Days

5½ tons at ½ price

45 PIECE
SET

SERVICE FOR EIGHT

8 Tea Cups
8 Tea Saucers
8 9" Plates
8 6" Salad Plates
8 5½" Fruit Bowls
1 8½" Vegetable Dish
1 Sugar Bowl and Cover
1 Cremier
1 12" Platter

10⁹⁵
Set

Tea Cup	50c
Tea Saucers	50c
Plate, 9"	50c
Plate, 7"	50c
Plate, 6"	50c
Vegetable Bowls	65c
Cream Soup Bowls	45c
Small Fruit Bowls	35c
Bread & Butter Plate	35c
After Dinner Coffee Cups	35c
After Dinner Coffee Saucers	35c
Chop Plate	1.00
Platters, 12"	75c
Platters, 9½"	50c
Creamer, covered	1.45
Sugars, covered	75c
Creamers	45c
Sugar Bowls, reg.	75c
Coffee Pots, reg.	1.35
Ice Pots, mod.	1.10
Asparagus Holders	50c
Salt & Pepper	35c
Tom & Jerry Mugs	85c
Blue Water Jugs	1.10

- Selected Seconds
- Sale begins Saturday morning at 8:30.

JOHN B.

VAUGHT
HARDWARE CO.
911 CONGRESS • 8-8518



By popular demand, pottery "specials" have become an annual Spring and Fall affair at Vaught Hardware. Begun with a newspaper ad, above, and radio announcements, the sales are fast, and account for the sale of from 7 to 9 tons of pottery.

*

The morning after the first ad appeared, customers were lined up for a block, above, waiting to get in. The 150-foot gift department was cleared and prepared for the sale, right. Since the first promotion, over 130 tons of pottery have been sold



They Sell

POTTERY

...by the ton!

By C. Thomas

TWICE A YEAR, John B. Vaught, owner of John B. Vaught Hardware, Austin, Texas, clears his 150-foot gift department for a special promotional event featuring the sale of pottery. To date, the store has sold from seven to nine tons of pottery during each of these specials.

These promotions began in the latter part of 1948, when Vaught first became interested in gaily colored pottery and ordered 17½ tons for his lead-off sale. "At that time," he said, "I had no idea that it would develop into two annual events. In fact, when I saw the 17½ tons of dishes, my only thought was 'What can I do with all of it?'"

However, he cleared the 150-foot gift department and began preparing for a sale. When the displays were ready, he arranged a full window of pottery items, ran a full-page advertisement in the local newspaper, and released his radio announcements.

Vaught's greatest surprise came the morning of the sale. "Before the store opened," he said, "customers were lined up for a block, waiting to get in."

The impact of the crowd swept the store personnel aside. Customers stormed down the aisles, and within 30 minutes they had picked the shelves and tables bare, with the exception of a few seldom-used items.

"Men jostled women aside," Vaught said. "Women screamed, fought, and some even fainted. A large number rushed to the opposite side of the store to purchase baskets from the hardware section to hold their bulky purchases."

But that isn't all.

"Since that opening sale," he continued, "we have sold more than 130 tons of pottery."

By popular demand, pottery "specials" have become an annual Spring and Fall affair. During the Fall event, the store sells from eight to 10 tons of pottery, while in the Spring sales are lighter, running from six to seven tons.

The pottery items selected for promotion are "seconds," and are so designated in advertisements. However, this does not cause customers to hesitate.

From experience, Vaught has learned that to conduct a successful pottery sale, there are four essential rules to follow: Give ample space to display; have items arranged so that customers can serve themselves; have all merchandise plainly price-marked; begin the sale on a specified date.

The last rule is important, he warned. Having the merchandise out a day or so before the advertisements were run brought several complaints. Some customers complained that when they reached the store on the morning of the



Once the doors were opened, customers stormed down the aisles, swept store personnel aside, and virtually fought for the merchandise

opening date, they were unable to find the pottery pieces they wanted.

The store's last several specials have brought additional business to the hardware section also. In fact, the hardware section realized a gain in sales 10 percent higher than that for gifts, despite the fact that the sales were held in the gift department.

"Once people are in the store," Vaught explained, "they will buy additional merchandise. But these promotional events bring them into the store." These bi-annual affairs are not "sales" in the true sense. Every item, including the

45-piece set specially featured, carries the regular mark-up.

"Although I am a great believer in promotions, I am wary of sales. When I want to stimulate business, I scour the market for promotional items. I will not run sales on my regular bread-and-butter items."

Vaught follows one promotion with another. "You have to maintain store traffic," he said, "When you stop reminding people that you are still in business, they quickly forget you."

In his experience with promotion clinics, however, Vaught has

(Continued on page 73)



Within 30 minutes after the sale began, the shelves and tables were picked bare of merchandise. A successful sale, Vaught said, calls for: ample space, self-service displays, plain price marks, and a specified date to begin the sale

Right, the brothers Nash at the Texas convention. Charles, left, president of the Southern Wholesale Hardware Association, and David, third member of his family to be president of the Texas association. Other officers are: E. D. Peden, first vice president; C. Stanley Roberts, Jr., second vice president, and Nat M. Johnson, secretary-treasurer.



TEXAS WHOLESALERS MEET

MERE OBEDIENCE to law does not measure the greatness of a nation, but the true test is the extent to which individuals can be trusted to obey self-imposed law, John S. Tomajan told members of the Texas Wholesale Hardware Association and Texas Hardware Boosters Club at their annual joint convention in San Antonio, June 20 and 21.

Tomajan, president of the Washburn Co. of Worcester, Mass., was featured speaker with the subject, "Obedience to the Unenforceable," and he so accurately put the finger on a universally recognized cancerous, moral affliction that he was given a standing ovation at conclusion of his address.

He was one of a long list of convention guests distinguished in the hardware field who, with wholesale association and Booster club members, converged on San Antonio in probably greater numbers than ever before in the 16 years of such concurrent meetings.

It was the 56th annual meeting of the wholesalers, organized in 1895, and the 16th annual meeting for Boosters. Since the Boosters were organized the two groups have met together for the first session, with the president of the wholesalers holding the gavel. Immediately thereafter, Boosters hold their annual business meeting and election and in the two days of the convention, wholesalers gather for two executive sessions.

Attendance this year inspired marked private and public com-

ment on apparent increasing significance of the event. For the joint opening session the ballroom of the Plaza hotel was packed with 500 people, and wholesalers and personnel taxed facilities of a room seating 100 for executive meetings.

In their second executive meeting, wholesalers conformed with custom and re-elected all officers for a second year of service.

These are David B. Nash, Nash Hardware Co. of Fort Worth, president; E. D. Peden, Peden Iron and Steel Co., Houston, first vice president; C. Stanley Roberts, Jr., Roberts, Sanford and Taylor Co., Sherman, second vice president; Nat M. Johnson, La Feria, secretary-treasurer.

The executive committee, headed by Gus C. Dittmar of the San Antonio Machine and Supply Co., Waco, as chairman, includes Herman T. Biar of the Schoellkopf Co., Dallas, Carl A. Johnson of the Walter Tips Co., Austin, Joe F. Wood of the Corpus Christi Hardware Co., Corpus Christi, and President Nash.

Ill health of an officer prevented Boosters from similarly following custom in their election. Ed M. Luther, president, of Dallas, was to have been succeeded by Charles W. McKnight, first vice president, also of Dallas. But McKnight's physicians strictly limit his activities, so he was re-elected first vice president and C. Earl Stafford of San Antonio, second vice-president, was advanced to the presidency. Charles F. Lanter of Fort

Worth was moved up from the executive committee to second vice president. Nat M. Johnson, was re-elected secretary-treasurer.

The executive committee is now headed by Karl E. Hormann, of Dallas, and consists of Warren F. Ward and John G. During, of Dallas, O. F. Torbron, of Austin, and the officers. Retiring President Luther becomes chairman of the advisory board with Scott A. Poage, of Waco, Clyde L. Holley, of Dallas, Forrest Johnson, of Oklahoma City, Harold H. Hargrave, of Cincinnati, Ohio and two past presidents, Paul H. Bowen and P. H. Speaker, both of Dallas.

In bringing the joint session to order, President David Nash commented that he was the third of his family to be president of the Texas association.

"There is no question as to why we like to come to this convention, or why we come in such numbers," he continued. "It is because of the Boosters and their efforts to entertain us and make it pleasant. This Booster organization has had a great deal to do with what we are as wholesalers."

Noting the capacity audience, he recalled that in previous years attendance was so limited that the association could afford to buy bronze badges for those present and he displayed such a memento from an early convention. Nash said he had not known just how to introduce the next man, or what to say, and didn't know whether it was because he knew him too



AMERICAN CHAIN

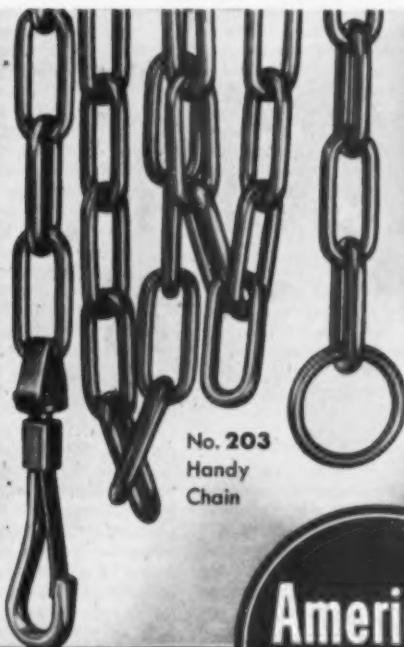
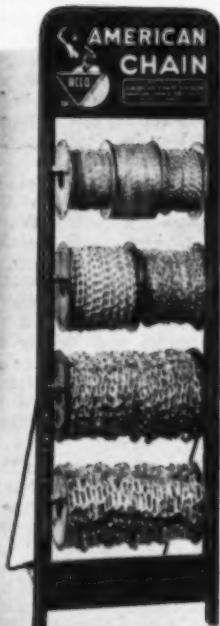


CHAIN ALWAYS SELLS

- People are always buying chain. The volume of chain you sell depends on your stock and how you show it.

The AMERICAN No. 203 HANDY CHAIN is a number one item for you to stock. It is used as a safety chain for trailers and outboard motors, as a tie-up chain for boats and bikes, and for bundling and holding lots of things. The AMERICAN CHAIN SALESMAKER is the best display ever devised for you to sell chain from. It gets chain out where your customers can handle it. That sells chain.

Call your AMERICAN CHAIN wholesaler who sells the complete chain line. You can get anything you need from him.



AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE



York, Pa., Atlanta, Chicago, Denver, Detroit, Los Angeles, New York,
Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.



Booster Club officers, left to right: Ed M. Luther, retiring president; C. Earl Stafford, president-elect; Charles F. Lanter, second vice president; Nat M. Johnson, secretary-treasurer. Charles W. McKnight, first vice president, is not shown.

well or not well enough.

Object of this comment was his brother, Charles Nash, president of the Southern Wholesale Hardware Association, who said the introduction caught him day-dreaming.

"I have been sitting there looking around the room for long-established Texas associates," he said, "seeing how many faces I could recognize, and I could not help but recall when Colonel (Joe W.) Speight would practically tear up the hotel getting 40 people to a meeting. I have attended many national and Southern conventions when there weren't this many up to attend a morning session."

Charles Nash called attention to the meeting of the Southern association next April in Dallas, extended a blanket invitation for all present to attend and said announcements concerning dates and hotels would be ready in December.

Richard L. White, president of the American Hardware Manufacturers Association, told the convention: "You may well be proud of your development, although I hesitate to suggest to Texans that they be proud of anything." He added that one of his compensations as president of his association was "in an invitation to come down here to see old friends and meet new friends."

Before beginning his address, Tomajan commented on attendance and the value of conventions generally, but said his remarks would not be of a technical nature "because I never went back home and changed anything as a result

of a technical talk I heard at a convention."

He said his inspiration for "Obedience to the Unenforceable" come from Lord (John Fletcher) Moulton who, in an address to the Author's club in London originally defined the domain of obedience to the unenforceable.

He explained that in developing his theme he would examine impact of the principle in four simple human situations, namely: 1-The home, where relationship is governed by love; 2-The neighborhood, where the bond is not so strong, but is there; 3-The work situation, where too much faith is placed in contracts, where performance is measured in terms of minimum, rarely the maximum; 4-The nation, "where too many of us do not measure up to our minimum responsibilities." And he added:

"We cannot in conscience take only the benefits without accepting also the burdens. Individual responsibility — spontaneous individual responsibility — is so important at this moment of history when we have a concern for the moral tone of our government. Remember! Our government reflects us. It reflects us as we are; as we act; as we express ourselves. It cannot possibly reflect the apathetic 'us,' the complacent 'us' — the 'us' that is a critical and detached spectator, never a participant.

"So, you see, it really comes down to you and to me. Each one of us is in all four of the categories I have described. Each one is responsible for the condition in each

category. It is our responsibility — yours and mine — by our attitudes and by our actions, to enlarge the area of obedience to the unenforceable — of self-reliance and personal responsibility — in all our relationships. It is the only way to regain the moral standards with which the early founders endowed our country."

In the Booster meeting which followed, President Luther conducted proceedings with dispatch seldom witnessed here. In his appearance before the joint session to convey greetings of the Booster club, Luther's remarks had been the essence of brevity, being confined to an expression of thanks to wholesalers for the privilege of entertaining them. And now he carried fellow members rapidly through a long agenda of business, concluding with presentation of new officers.

In the first of their two meetings, wholesalers transacted a minimum amount of business, the program being devoted principally to speaking.

Two of the addresses were based upon one subject, "Men or Boys?" and the speakers were Elmo M. Schaefer of Schulenburg, president, and Ray M. Souder of Dallas, of the Texas association.

Other topics and speakers were: "Our Experience in Delivering Merchandise in Our Trucks," Carl A. Johnson, vice-president, the Walter Tips Company, Austin; "Specialized Selling — As Practiced by Our Company," Roy A. Willoughby, president, National Hardware and Supply Company, Paris; "Our Experience in Building Sporting Goods Volume," Stanley Roberts, Jr., vice president, Roberts, Sanford and Taylor Company, Sherman.

Two addresses, one the annual summation by the association president, broke the routine of business in the second executive session. The other was, "World Conditions in Your Business," Gus C. Dittmar, vice president and general manager, San Antonio Machine and Supply Company, Waco.

As is customary, an abundance of entertainment was provided by the Texas Hardware Booster Club through a committee headed by Hubert Groves and including Rob-Ell Cox and William P. Harbig. The annual golf tournament was arranged by a committee consisting of Frank H. Jordan, Jr., as chairman, with James G. Dilts and Ray H. Young.

Budget Selling

(Continued from page 53)

"Collections on overdue payments do take some time, of course, but are not much of a problem with the kind of people we okay in the first place. Most home-owners come in and pay themselves, while there are some who expect you to come around and collect just like the milkman. Other laggards respond to our good-humored mail and personal solicitation.

"My father, O. W. Brady, Sr., who is our building supply expert, also takes care of most of the overdue credits, which are separated in our records. We use a set of three collection letters of graduated severity: a friendly reminder, a more pointed request, and a sharp demand, all stating the amounts over-due and how long. This system really works with the help of some personal calls, and we only lose the goodwill of the very few buyers whom we wouldn't want to keep anyway. Collections, if handled right, are really only additional selling contacts, we find.

"Our advertising promotion is limited to circulars distributed regularly door to door, setting forth our broad lines of seasonal goods and gifts, and our fair prices and budgeting plan. Together with the continuous and persuasive word-of-mouth advertising given us by our customer friends, this does the trick at small cost. We have 200 people in the store every day and 400 on Saturdays. Many bring in the coupons printed on the circulars which entitle them to paint brush, or similar item, for the coupon and 25 cents.

"We also believe strongly in delivery service, and advertise that 'we deliver anything anywhere', not just once a day or twice a week, but right away at the customer's convenience. We have always built our business on prompt service of all kinds, and delivery is one advantage the independent has over some of the chains. We make the most of it and feel the cost is small for its value.

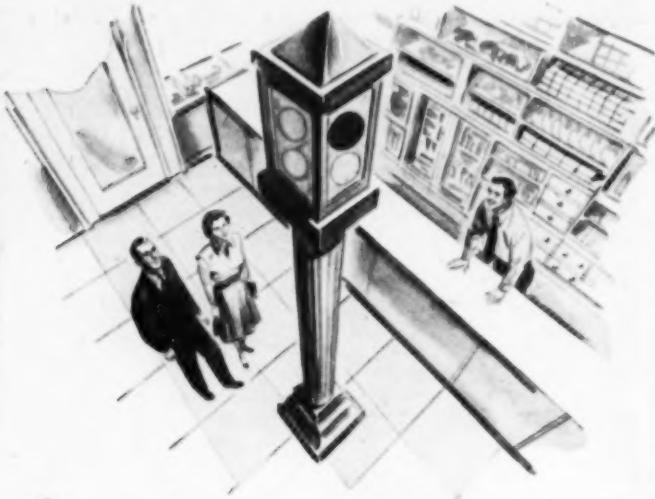
"The only way to get the full return from credit buyers is to carry such a broad line of household goods that it will be possible to follow up their satisfaction with one purchase by meeting their other needs. And we have to train our salesmen to know all these lines and how to sell them, especially how to use credit as a

(Continued on page 68)

Preferred power on industrial power sweepers — the world's most widely used single-cylinder gasoline engines on hundreds of kinds and types of machines, tools, appliances used by industry, construction, railroads, oil-fields, and on equipment for farms and farm homes.

Time-tested, compact, powerful, reliable —
Briggs & Stratton single-cylinder, 4-cycle, air-cooled
gasoline engines are made by the world's largest builder
of engines, and backed by the world's largest service
organization of its kind. Briggs & Stratton Corporation,
Milwaukee 1, Wisconsin, U.S.A.

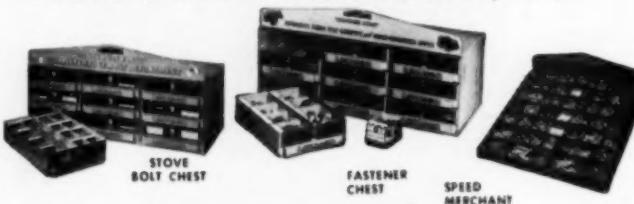
In the automotive field Briggs & Stratton is the recognized leader
and world's largest producer of locks, keys and related equipment.



STOP'EM then SELL'EM!

The method shown in our illustration may be a bit impractical but it's an obvious fact that you can't sell to moving people.

A proven, practical way to make people stop, look and buy is to display bolts, nuts and screws where they can sell themselves! The Lamson Merchandisers will do just that.



So do as thousands of other hardware dealers have done. Make it convenient for customers to buy fasteners. Ask your distributor about the Lamson "Stop 'Em and Sell 'Em" bolt Merchandisers.

The LAMSON & SESSIONS Co.

General Offices: 1971 West 85th Street • Cleveland 2, Ohio
Plants at Cleveland and Kent, Ohio • Chicago • Birmingham



judicious selling tool.

"We believe in incentive pay to convince sales personnel that building credit business for the future is in their long-term interest as well as the store's. We like to train young men because we find their minds are more flexible in learning our way of selling, and we like married men who own their own homes. They are steadier, and want to learn and get ahead.

"The lowest cost promotion of all is our liberal use of signs around the store for the benefit of the more than 1,000 people who visit us every week. Over the front door one reads, 'Use Our Budget Plan', and others, near attractive items, read: '\$5 down; 'Lay-away Your Favorite Rifle or Holiday Gift,' etc.

"We were a little doubtful about budgeting paint and nails which we couldn't possibly reposess, but it has worked out well as have small items under \$5 with payments of 50 cents and \$1 a week. The payments, in general, run from two weeks to eight months, the latter on sizable buys.

"The extra capital requirements are not such of a burden, for with 15 to 25% paid down, we get back our cost price after a few payments, leaving only the profits outstanding. Also, in budget buying most people are less likely to worry about the price of the goods. What they want to know is how much the individual payments are. This is one reason salesmen like the plan, for it makes it easier for them to sell and make more money.

"We explain to buyers that our interest charges are less than those of finance companies, that the interest is not cumulative in case of hard-luck, and that we are not in the money-lending business—just making it easier for them to own and enjoy the things that they want.

"In the petty 'headache department' we note that some accounts buy little and often and tend to inch up and get too much on the books at once. In a few cases we ourselves fail to list a payment that is made, but our double check system catches this, and we apologize if we have mistakenly sent out a collection letter.

"We find credit helps make peoples' minds more flexible. Often when set on a certain brand of paint or tools which we don't carry, they decide to try ours because they can finance it. Many won't buy big-ticket items any other way. Thus, we sell more

goods to our old customers than we used to. We sold only three power mowers a year while we were on a cash basis, but last year we moved more than 100, with only five not being financed.

"We feel we're really helping these property owners put sound goods in their homes, and they tell us it leaves them ready cash for drugs and various emergencies. They really appreciate the service and show it by their loyalty to us. In the opposite category are a lot of young, single fellows who are gun crazy and want to buy rifles. Unless they have homes and stability, we urge the lay-away plan, which is a kindness to them and to us.

"Strangely enough we find that some people, both young and mature, are better risks than they look to be. You can't tell from a man's clothes. His reactions when we ask him about former credit experience is a better guide. Judging by our negligible losses, it's not hard to do a good credit-rating job if you really work at it.

"We feel our merchandising plan would help any hardware dealer to realize the full sales potential of his neighborhood."

*

Selling Athletic Equipment to Schools

(Continued from page 56)

is for students, who want to see the equipment that is to be supplied them."

Henley does much of the selling himself, aided by the outside man. Three personal calls a year are sufficient to cover softball, baseball, basketball and football equipment needs.

"Between the personal calls," Henley said, "we use multigraphed letters, filled in at the office, to keep school officials reminded of our interest in their needs."

An unusual service given to users of the store's athletic uniforms is the sewing on of lettering. The wife of the store's bookkeeper does this work in her own home, saving time and expense.

Although first efforts were intended to sell only athletic supplies to schools, Henley insists that the extra volume received from schools in paints and other supplies stems from his initial activities in promoting athletic goods. "We never furnished a school room with lunch equipment until we started selling athletic equipment," he pointed out. "Now our sales in this

New Business Builder



for your
hand tool
department

Improved Greenlee Woodworking
Calculator makes more and
more customers for Greenlee
high quality tools . . .

Here's the new improved GREENLEE Calculator for carpenters and other wood workers. It gives bit sizes for screws, nail specifications, concrete and mortar mixes . . . compares characteristics of various woods, converts linear to board feet . . . provides instant answers to many other building problems. All this for only 25¢.

But it does another job that's even more important! It builds extra GREENLEE hand tool business for you!

As GREENLEE Calculators go out to the thousands upon thousands who write in for them in answer to GREENLEE national advertising, they are accompanied by literature telling all about the famous GREENLEE line. Thus, every month more and more people everywhere become even better acquainted with GREENLEE Chisels,

Gouges, Auger Bits, Spiral Screw Drivers, Automatic Push Drills and the other high quality GREENLEE tools you stock.

Here's another example of the sales-making "plus" that brings extra customers to you when you handle the GREENLEE line.

NOW, YOU TOO CAN USE THE GREENLEE CALCULATOR TO BUILD EXTRA STORE TRAFFIC

Stock and display these Handy Calculators for extra business. They sell on sight to those who work with wood, either as a hobby or as a trade. If you prefer, they can be furnished imprinted with your store name to serve as an ideal advertising reminder, either when sold at the regular 25¢ price or given to your special customers. Write today for free sample, discount, and cost of imprinting.



GREENLEE TOOL CO., 1828 HERBERT AVENUE, ROCKFORD, ILLINOIS

4
**NEW
SIZES**
Royal
**VENTED
CIRCULATORS**

The New Royal 75,000 BTU Circulator in the NEW RIBBED MAHOGANY BAKED ENAMEL FINISH

Four new sizes of Royal Vented Circulators 30,000, 35,000, 50,000 and 75,000 BTU non-radiant models have been added to this popular trouble-free and fast-selling line.

NOW, Royal has a complete range of sizes: 20, 30, 35, 40, 50, 60 and 75 thousand BTU. 40 and 60 thousand BTU models available with radiants.

Write for folder and price list
**PERMANENT DISPLAY
SPACE 1119-A
MERCHANDISE MART, CHICAGO**

CHATTANOOGA IMPLEMENT & MANUFACTURING COMPANY

QUALITY . . . SINCE 1891

CHATTANOOGA 6, TENNESSEE
MANUFACTURERS OF ROYAL CHEF GRILLS,
GAS SPACE HEATERS, VENTED AND UNVENTED,
VENTED WALL HEATERS, GAS LOGS, RANGE
CONVERSION BURNERS, FIREPLACE
FURNISHINGS

merchandise are an important part of yearly volume. Practically every high school in our area has its own cafeteria, and many of the primary schools have lunchrooms.

"After we have made a successful connection with the athletic coach or the superintendent, we feel that we are set to sell the school a number of supplies needed for maintenance."

He listed chalk, in case lots, and paper towels as items that the athletic coach, as well as the superintendent, buys for the school. Every gymnasium, rest room, school lunch room, and athletic field uses chalk and paper towels in volume.

Henley insists that promoting athletic goods has increased paint volume several times. Every school that buys athletic equipment needs paint regularly for maintenance. A large section at the rear of the first floor is devoted to paints and cleaning supplies, which, according to Henley, offer valuable opportunities for striking displays. These items are used frequently for mass window displays, especially when one window is filled with athletic goods.

"We feature quick delivery to schools," Henley stated. "Nearly all of our school accounts pay on the tenth of the month, and they pay their accounts in full. Many schools use their accounts every month."

The permanent display, kept seasonal, shows representative samples of all athletic goods furnished schools, including uniforms. On Saturday, the store is often headquarters for out-of-town students. The young people use the telephone, check packages, and examine merchandise.

When Henley is asked to buy advertising space in school publications and programs, he complies, not merely to build goodwill, but to reach the market he sells. Radio spot announcements also are excellent to promote merchandise sold to schools, he said.

Success in selling athletic equipment to schools hinges on the dealer's ability to give the department the right attention, Henley said. "I feel that the five-time increase in volume in the part of the store now devoted to athletic goods proves that it is certainly worth while to concentrate on this source of business."

For successful selling to schools, he listed these requirements:

(1) Good Service. Well-known manufacturers prefer to have their goods sold by dealers who can support quality merchandise with ex-

cellent service.

(2) Direct contacts with key personnel at schools.

(3) Adequate stocks of merchandise for display.

(4) Fast Delivery.

"When I promote athletic supplies for schools," Henley pointed out, "I feel that I am building future volume for every department in the store. Of last year's \$181,000 gross volume, \$45,000 came from sales of athletic equipment to schools. That adds up to about one-fourth of total volume. Counting other merchandise sold to schools that purchase athletic equipment, we feel that at least one-third of last year's volume stemmed from our promotion of athletic and maintenance items."



Sell 'Em on Quality

(Continued from page 55)

percent of those first interested in a quality, bench power saw.

The success of this plan is to display the units as he displays his, and to maneuver the customer to start at the beginning, looking at the best bench model, then the less expensive model, and finally switching to the units with metal stands.

"Every farmer should possess a set of these power tools," said Mr. Astin, co-owner of the store. "Farmers always are building something, and they need power tools to make their work easier and faster. And we have sold many farmers on the idea."

"No, we do not concentrate on hobbyists alone," Gilstrap added. "We have sold many units to local contractors, pointing out that the tools are light and easy to transport, and that they can move them about to jobs where cabinets and finishing work has to be done."



Successful Profit Sharing Plan . . .

(Continued from page 57)

firm's profits semi-annually. As a result, two of his three employees with him at the time are still in his store.

The plan works in this manner: Each of the employees receives five percent of the store's profits every six months. The mid-year checks are estimated as nearly as possible and then, if necessary, the amount is adjusted one way or the other

when the year is closed and the annual inventory is completed.

While all employees receive the same percentage of the firm's profits, the difference in their salaries is reflected in their weekly checks. The top employee draws \$60 weekly, a second \$50 weekly, and a part-time stenographer-clerk draws \$40 per week.

Though the incentive plan is more conducive to good work, Hunt said that it does not necessarily make every employee a good one. He still must be careful in selecting a new salesman, so that he will not get an incompetent worker who will work a hardship on the other personnel because of poor customer relations and laziness.

"On the other hand," he pointed out, "not all prospective employees will work under my plan of a minimum drawing account and a percentage of the profits every six months. Some want all of their money in a weekly pay check, which is their own business, of course. But we just don't operate that way."

Actually, Hunt continued, the bonus check every six months works as a savings plan for employees, even though they may not realize it. "They get in the habit of living fairly well within the limits of their weekly checks, and then at the end of six months they have a substantial check to put into their savings accounts."

Hunt describes his plan as a "live and let live" proposition. "In a way, the employees are making more money than I am, but we all must have more money to live comfortably these days and the surest way for them to make more money for themselves and the firm is to have a real working interest in the organization," he said. "When they know that their attention to business is going to be reflected in their checks every six months, employees are certain to treat the customers right."

The more efficient work which the plan has encouraged probably has meant at least a 20 percent increase in volume in the past few years, Hunt estimates. Many customers now come in to the store and ask for the employees by name, simply because the employees have taken a real interest in the business and have gone out of their way to make friends, Hunt said.

"The plan also has meant another big advantage to me in the operation of my store," Hunt continued. "Since my employees are

SELLS ON SIGHT!

Amazing New

Keystone

ALUMINUM

Easy to Install



Easy Handling



No Rust—No Painting



LOW COST—
LOW UPKEEP!



NEW COLORFUL DISPLAY makes sales on the spot! More merchandising helps available including folders, newspaper ads, mats, etc., to help you cash in with Keystone!

FRAMELESS TENSION SCREENS

It's a MONEY-MAKER for you—this revolutionary new KEYSTONE Aluminum Frameless Tension Screen! Cash in on today's great market—thousands of homes with double-hung windows need full length window screens. Keystone is the answer—a low cost, top-quality, new type of screen that appeals to your customers ... and sells fast!

You sell the COMPLETE screen, available in standard and special sizes. The user gives you width and height measurements and he can install complete unit in a few minutes. *Sells on sight* with these advantages: adjustable sill bar for tight fit on uneven windows, five strand selvage, easily replaced screening, low first cost and low upkeep, neat appearance.

Profits for You!
SEND COUPON
FOR DETAILS!

KEYSTONE WIRE CLOTH CO.
Dept. H-12, Hanover, Penna.

Without obligation, send me complete details, prices and discounts on NEW profit-making Keystone Frameless Tension Screens.

Firm.....

Ann. of.....

Street.....

City..... State.....

completely dependable and have a real interest in the firm, I am able to stay away from the business for several weeks at a time without being worried about how things are going," he said.

Hunt works only about 10 months of the year. He takes one month vacation in the summer and another month in the winter. His being able to relax away from his business, he said, probably is the best evidence of how completely the plan has worked.

And, according to Hunt, "the profit sharing system can be profitably adopted by owners of most stores of comparable size."

*

Double Store Traffic

(Continued from page 58)

clubs have sprung up within the residential section. Members of the clubs plead with each other not to break the chain and "not to use your 'phone while Relay Quiz is on the air." Suspense mounts, and so does the jackpot—until someone knows the correct answer.

Broadcast over WCON Mondays

through Fridays, from 8:30 until 9:00 A.M., Relay Quiz offers prizes totaling more than \$100 in merchandise awards each week. At one time, more than \$250 in prizes were given away to a single listener. The 13 participating firms contribute the merchandise, and each firm has shown an increase in traffic and sales. One merchant even admits that his sales have doubled since Relay Quiz went on the air.

"Every participating merchant has the answer to the current quiz question posted in his store," Jim Mathers pointed out. "We tape our answer on the side of a shelf, near the cash register, or in any other convenient place. Every time the jackpot is won and a new question is asked, we tape up a new answer; and more and more prospective customers come into the store.

"The questions asked on the program are not simple; therefore, the listeners must find the answers. And right in this shopping center is the easiest and most logical place to look. As soon as one customer locates it, she immediately contacts her friends, and so the chain goes.

"It has been more help to our store than any other promotional idea, and we enjoy meeting the

many home and apartment residents who come into the store. After the first trip, they return time after time, so that we have a steady flow of traffic all the time now—as well as increasing sales."

Repair Service

(Continued from page 61)

vocational student who can give his spare time and vacations to the shop. I had fine success training a young man who had shop work at school and who enjoyed repair work as a hobby."

A year-round mechanic is needed, then, in a repair shop, with two or three extra service men during seasonal peaks.

Repair work can be profitable for any dealer who is alert to production costs. Customers in this area are charged \$3.00 an hour for labor, \$1.50 of which goes to the mechanic. Added profit comes from the sales of parts and accessories.

Stock Requirements

The hardware dealer who considers repair service must have a minimum stock of \$500 in parts, Young pointed out. Also, there must be adequate space, preferably adjoining the hardware store and readily accessible, yet structurally apart from the hardware sales departments. Temporary storage space for items to be repaired must be provided. Young considers an adjoining garage an ideal spot for such storage space and a two-car garage preferable.

Entrance to the repair shop should be through a side or rear door, on the same floor level as the hardware store, but distinctly separate from it. Young believes a basement repair shop is shunned by customers and altogether inadvisable from any standpoint.

"Your customer enjoys watching repair work in progress," Young explained. "He likes to see the equipment you have to work with, and he likes to watch the mechanics at work. But customers do not want to descend stairs to a remote, dark cellar for the privilege, nor to a backroom on the second floor."

Young recommends swift completion of repair work and usually merchandise is returned to the customer within two days.

"Trade-ins can be very profitable when they are well-handled," he said. "The average used bicycle

Quality Industrial Fasteners Since 1854

Ask For Them By Name
Bolts... Nuts... Rivets
...Screws—have provided
their users with the same
dependable uniform quality
and accuracy of finish for almost
a Century.

For Greater Security...
Festen Fest with Clark Fasteners

CLARK BROS BOLT CO.
MILLDALE, CONN.
BOLTS • NUTS
RIVETS • SCREWS
Get Them From Your Local
Jobber or Distributor
6-M-1d

cost five to \$10.00 and sell for \$25 when reconditioned. We sell a large number of used bicycles. However, it takes experience to appraise the condition of a used bicycle, how much reconditioning it is going to require, and what it will be worth when rebuilt and repainted. The same is true of hand and power mowers."

The store uses the classified telephone directory all year. The small county newspaper and Shopping News also have brought good results. General newspapers are used only at key times, though Young finds that the classified section of the newspaper, with its low charges, brings an excellent response for the investment.

Consistent Promotion

"Whichever medium you decide upon, stick to it consistently," he warned. "Don't try Shopping News one month, switch to radio the next month, and to the county newspaper the third month, then hastily conclude that none of them has helped you. Select one and give it a fair trial by consistently advertising over a period of time."

Young regards a good repair service as promotion in itself. A hardware store that is known for its reliable service does not have to have an extensive promotional program, he said. Repair service brings people in repeatedly and as they come in they browse around and buy other items from unrelated departments.

Young listed some of the items he had sold to customers who had originally come in for nothing more than repair service: paint, tools, housewares, toys, dishes, electric appliances, and even new bicycles and tricycles.

"That is why it is so important to have your repair shop on the floor level of your hardware store—it gives repair customers easy access to your sales departments," he said. "Browsing often means sales."

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They Sell Pottery By the Ton . . .

(Continued from page 63)

learned that, by their very nature, such sales are short lived. "No promotion is good for more than 10 days," he warned. "You either get off to a flying start, or your promotion folds up on you. They can't be forced."

DEALER'S CHOICE!

Whether playing games or selling chisels the hardware dealer *still* chooses a time-tested winner rather than gamble on a substitute.

"Shark" Brand Swedish Charcoal Steel Chisels, although often imitated, have never been equalled in workmanship, steel or performance.

So why take chances with your customer's goodwill? Offer them "Shark" Brand Swedish Chisels, sold nationally for over half a century. You'll find they're not only dealer's choice, but customer's choice as well.



ESKILSTUNA, SWEDEN



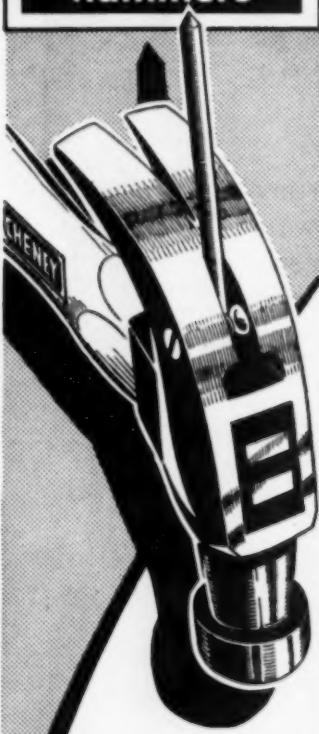
Sandvik Saw & Tool

Division of Sandvik Steel, Inc.

47 WARREN STREET
NEW YORK 7, N. Y.

CHENEY

nail holding hammers



Only the Cheney Nail Holding Hammer has the exclusive nail holding device. This added feature to the finest hammer on the market makes the Cheney Nail Holding Hammer the best buy in hammers. Stock the Cheney nail holding hammer and you'll sell more hammers.

Officers

Sales Representatives:
JOHN H. ABRAHAM & CO., INC.
New York, N. Y.
SAMFORD BROTHERS
Chattanooga, Tenn.

ESTD. 1886
HENRY CHENEY HAMMER CORP.
LITTLE FALLS, N. J., U. S. A.

One promotion that failed for him was a sale on desk lamps. Since the University of Texas is located in Austin, he considered desk lamps a "natural" for students at least. However, the public failed to respond, and from that day Vaught has confined promotions to items that have mass appeal.

"A promotion must be fast," he pointed out. "After the first four or five days, they begin to lose their punch. The public will have had enough, and the sales personnel begin to lose their enthusiasm."

Without promotions, however, sales personnel often become disinterested in their work and lack pep, Vaught said. After a time, they have to urge themselves to wait on a customer. "So, aside from their dollar and cents value, promotions keep the store personnel stimulated and on their toes."

Sales go in cycle, he said. The demand for a certain item will run its course before there is much of a demand for other items. Without promotions to break the cycles, a few bread-and-butter items have to carry the full load.

WHOLESALER NEWS

(Continued from page 48)

can be held.

The impressive sample room measures 50x60 feet and is designed to represent a modern retail store. Merchandise is completely departmentized and displayed on modern island displays and wall shelves. With the exception of heavy hardware and building materials, all lines handled by the company are displayed.

Lift Trucks Used

In the warehouse, aisles are sufficiently wide to permit the easy passage of fork lift trucks which are used for loading and unloading.

The new building also provides a special "lock up" room where guns, ammunition, knives, flashlights and similar merchandise are kept. One person is in complete charge of this room, no one else being permitted to enter without special permission.

The company operates its own printing department, printing all catalog sheets, want books, stationery and miscellaneous work.

Officers

Officers of the company are: G. C. Spicola, Sr., president; Charles G. Spicola, vice president and general manager; G. C. "Tom" Spicola, Jr., second vice president; Angelo G. Spicola, secretary-treasurer; Joseph A. Bua, general sales manager; and Frank Filocco, manager of purchases.

H. S. Lesemann, Franke Executive, Passes . . .

HENRY S. LESEMANN, manager of the floor coverings and furniture department, as well as buyer in these lines, for the C. D. Franke & Co., Inc., Charleston, S. C., died suddenly of a heart attack on June 22.

Mr. Lesemann has been with the Franke organization for 30 years.

Evensen Elected President of Virginia-Carolina Co. . .

FRED B. EVENSEN was recently elected president of the Virginia-Carolina Hardware Co., Inc., Richmond, Va., succeeding W. S. Pinder, who was elected chairman



F. B. Evensen

of the board of directors.

Mr. Evensen, known as "Colonel" to many friends and associates, joined the company in June 1902, one year after its founding in June 1901. During his 50-year tenure with the firm he has served as salesman, purchasing agent and sales manager, and since 1945 as vice president. On his 50th anniversary the employees presented him with a gold wrist watch.

"Sheff" Clark III Joins Sheffield Clark & Co.

AFTER THREE YEARS and seven months of active service in the Army, Sheffield Clark III was released in June and joined the sales force of Sheffield Clark & Co., effective July 1. His territory will include the states of West Virginia and Kentucky and parts of Tennessee, Alabama and Virginia.



Sheffield Clark III

Sheffield Clark & Co. are well-known to the trade as manufacturers' representatives selling to the hardware wholesalers over the South. Headquarters are in Nashville.

The third Sheffield Clark to be actively connected with the firm, "Sheff" III is expected to be quite an improvement on the second generation, reports his father, Sheffield Clark, Jr.

Two Plants Produce McGowin-Lyons Catalog

A PRECEDENT MAY have been established by McGowin-Lyons Hardware & Supply Co., Mobile, Alabama, in the production of their new general catalog — in that the coordinated efforts of two separate and distant compilers

were required to produce it.

At the time the new catalog was being considered, the company found that the services of the only compiler with adequate facilities to handle the entire job were not available because of other commitments.

In order to complete the catalog without undue delay, separate agreements were made with a Chicago plant to compile and print the industrial and heavy supply section, and a New Orleans plant to compile and print the general

hardware and housewares section. The two sections then were combined into one book under the terms of the agreement with both printers.

It was necessary for both printers to adopt identical paper stock, page headings and footings, and other typography.

Despite the unusual procedure, no serious difficulties were encountered, and Mark Lyons, Jr., president of McGowin-Lyons, indicates complete satisfaction with the new catalog.

*Push Forward
to Greater Sales and Profits
with*

ELEPHANT BRAND

TRUCK AND WAGON HARDWARE

98 years of "Know-how" are behind the dependable, high-quality Elephant Brand line. Here are a few of our many specialties, from "the only complete line."

Steel Stake Pockets

Hay Rack Loops

Combination End Gate Fasteners

Truck U-Bolts and Cotton Rack Clamps

Chains

Box Rods, for Wagons, Trucks and Trailers

It also pays to handle ELEPHANT BRAND "Chain-Pack" — the All-Steel Chain-toiner with the handle. Contains 100 lbs. of any one of the 4 fastest-selling sizes of "PROOF" (Green label), and "BBB" (Red label) Full-Size, Stranded Chain. It's easy to handle, stock, display, sell . . . ASK YOUR JOBBER.

EST. 1854 EST. 1854

NIXDORFF-KREIN MFG. CO.
916 Howard St., St. Louis 6, Mo.

Makers of All Types of Welded Chains • Tire Chains
Singletrees • Wagon and Truck Hardware

INDUSTRY NEWS

(Continued from page 46)



Tack It or Paste It

There's a bright,
beautiful

WALLRITE design

for
every room
in the house

Manufactured Exclusively by

FLEMING & SONS, Inc.

Dallas, Texas

(NEWSPAPER MATS identical to this
are available to dealers.)

been devoted exclusively to the hardware field. He has been actively engaged in retailer, wholesaler and manufacturer activities.

Mr. Mallow will familiarize himself with all phases of Ives manufacturing and construction features with a stay at the home office and plant in New Haven, Conn. and then make his headquarters in Charlotte, N. C.

sen, president of Jacobsen Mfg. Co., Racine, Wis.; D. M. Lilly, president of Toro Mfg. Corp., Minneapolis, Minn., and H. M. Cooper, secretary-treasurer of Cooper Mfg. Co., Marshalltown, Iowa.

F. E. Myers Conducts Sales Training Class

THE LARGEST GROUP of dealer and distributor representatives ever to attend an F. E. Myers & Bro. Co. Sales Training Class in Ashland, Ohio, convened at the Myers factory during May for a four-day session.

For the first time in its training history, Myers was host to two women distributor representatives, and also attending the four-day session were members of the Myers newly-formed labor-management committee and several other Myers employees.

A total of 63 persons, including 45 dealer and distributor representatives, attended the class. The two lady trainees were Mrs. Mary Dutton and Miss Jackie Currie, both of the Virginia Supply & Well Company of Atlanta, Ga.

O'Leary Elected Director of The Ruberoid Co. . . .

E. J. O'LEARY, vice president and general sales manager of The Ruberoid Co., has been elected a director of the company, it was announced by Herbert Abraham, president.

Mr. O'Leary has been associated with Ruberoid for the past 21 years. Prior to becoming vice president in January, 1951, he had held various responsible positions in the organization, including those of general manager of the Dallas district, general manager of the Mobile, Ala., district, and sales manager of the Southern division with headquarters in Baltimore.

Before joining Ruberoid he was associated with Eternit, Inc., St. Louis, Mo., producer of asbestos building materials, which in 1930 was acquired by Ruberoid.

WASHINGTON NEWS

(Continued from page 38)

Fowler emphasized that the revised order was not designed to permit unlimited production of household color television receivers. It will give an opportunity to those manufacturers whose defense contracts are on schedule and those having no defense contracts to demonstrate that their production of color TV equipment will not impair the defense effort. Only such manufacturers will be authorized to produce color TV products for home use, he said.

"Today's amendment removes the only NPA restriction on the production of a specific type of end product — color television equipment—and substitutes a regulatory provision which is more consistent with NPA policy and the purposes of the Defense Production Act," Mr. Fowler said.

Price Relief for Handmade Glassware

OPS HAS GRANTED makers of handmade household glassware a four percent increase in ceiling prices established under Ceiling Price Regulation 22, the general manufacturers' regulation.

A similar increase was granted for the manufacturers of handmade blanks—the glass shapes from which hand-cut or etched household glassware is fashioned. Household glassware and blanks for household glassware are "handmade" within the meaning of the OPS definition if they are gathered from a furnace by hand, and mouth-blown or hand pressed.

The agency took this action in Supplementary Regulation 27 to CPR 22, which became effective June 3, 1952.

OPS described the supplementary regulation as an interim measure, designed to give the industry the minimum relief to which it appears to be entitled, pending completion of a formal industry-wide survey under the OPS industry earnings standard. Upon completion of the survey, the percentage increase provided in this regulation will be revised in accordance with the requirements of that standard.

There are believed to be fewer than 60 manufacturers covered by this regulation, OPS said. They are,

generally, small companies which make luxury-type household glassware. The bulk of household glassware, which is machine-made, is not affected.

Mower Manufacturers Denied Price Relief

OPS HAS ANNOUNCED that an industry earnings survey has determined that the hand and power operated lawn mower industry is not in need of price relief. Had such relief need been shown, it was said, a tailored regulation would have been issued.

Therefore, OPS stated, after July 31, 1952, these manufacturers will determine their ceiling prices under Ceiling Price Regulation 22, the manufacturers' general ceiling price regulation. An exception includes small manufacturers who exercise their option to price under the General Ceiling Price Regulation, the original freeze order.

This action, OPS said, will be taken by Amendment 11 to Supplementary Regulation 12 to CPR 22. SR 12 to CPR 22 is an interim regulation permitting manufacturers to continue to use ceilings es-

tablished under the GCPR, and not to replace them by ceiling prices determined under CPR 22. Hand and power operated lawn mowers were included under SR 12 pending conclusion of the survey. Its purpose was to determine whether a tailored regulation for the industry would be issued.

Materials Allotted for Store Construction

ALLOTMENTS OF controlled materials for the construction of 431 commercial, religious, entertainment and municipal projects with an estimated cost of more than \$168 million have been announced by NPA. However, NPA explained the allotments were made before the start of the current work stoppage and, as is the case with all such allotments, they are subject to revision.

In addition to the 431 projects which received allotments, 10 others, with an estimated cost of more than \$66 million, were given approved construction schedules permitting them to commence or continue construction but did not re-

The advertisement features a large, stylized arrow pointing upwards and to the right. Inside the arrow, the words "SENSATIONAL NEW TYPE PAINT BRUSH and ROLLER CLEANER" are written in a bold, sans-serif font. Below the arrow, the word "PROCESS" is prominently displayed in a large, bold, serif font, followed by the number "33". To the right of the arrow is a bottle of "PROCESS 33 PAINT BRUSH CLEANER PRESERVE". The bottle has a white label with the product name and some smaller text. Below the bottle, several small packages of the cleaner are shown stacked. At the bottom left of the arrow, the text "NOW Advertised Every Month in Leading National Magazines" is printed. At the bottom right, there is a call to action: "ORDER PROCESS 33 FROM YOUR WHOLESALER TODAY". Above this, the number "15,447,207" is displayed, with the text "READERS EVERY MONTH" underneath. The entire advertisement is set against a light background with a dark, textured border.

G. N. Coughlin Co.,
W. Orange, N. J.

KLEINS

THE Standard
of Comparison

BY WHICH OTHER
PLIERS ARE JUDGED



There are good reasons
why Kleins are the top
choice in pliers—

- Kleins are designed right—to fit the hand perfectly—to shear through tough wire with ease—to stay sharp!
- Kleins are made right—of finest steel—precision fitted—each pair individually tested!
- And Klein has the widest selection for standard or specialized service.

Make Klein Pliers your choice—tops in quality
"Since 1857."



Write for your
free copy of the
Klein Pocket
Tool Guide
Today!



ASK YOUR SUPPLIER
Foreign Distributor:
International Standard
Electric Corp., New York



Mathias
Established 1857
KLEIN & Sons
Chicago 34, Ill.
1200 Belmont Ave., Chicago 34, Ill.

quire an allotment.

An additional 10 applicants were notified they were exempt because their requirements for delivery of controlled materials did not exceed the limits for self-authorization permitted by the revised CMP Regulation 6. The dollar value of these 10 projects was estimated at more than \$569,000.

A geographical breakdown of the cases indicates that Texas leads in estimated dollar value of building, with 27 projects costing \$21 million. Ohio is next with 28 projects costing some \$13 million, followed by Louisiana with 15 projects at nearly \$12 million.

A breakdown by type of project shows that 92 retail stores with an estimated cost of about \$48 million lead the list, with 51 offices and loft buildings at almost \$31 million next.

BUSINESS TRENDS

(Continued from page 40)

through June, according to reports from the Department of Agriculture. The average 10 spot market price for Middling 15/16 inch cotton rose from 38.08 cents per pound on May 14 to 40.49 on June 25. The average price received by farmers increased from 36.08 cents in mid-May to 38.02 in mid-June and 111 percent of the parity price, respectively.

Personal Incomes Remain High . . .

PERSONAL INCOME—hit hard as the steel strike continued into July—was at an annual rate of 258.9 billion dollars in April. The level of personal income actually has varied but little since October, 1951. Compared with April, 1951, personal incomes were up four percent.

Department Store Sales Show 5% Increase . . .

DEPARTMENT STORE sales increased approximately five percent in May, regaining January levels. This is the first month-to-month increase in the index since November 1951. With the end of controls on consumer credit, department store sales of household durables showed marked increases in some

areas, the Department of Commerce reported.

Hotpoint June Sales Show Sharp Increase

SALES BY THE Hotpoint Co. in June showed a marked increase over May, headed by home freezers which had a gain of more than 300 percent over the previous month. John C. Sharp, company president, stated that the business picture is encouraging and that "all indicators point to a sustained level of business activity through 1952."

Record Sales for Perfection Stove

PERFECTION STOVE CO., Cleveland, Ohio, has announced that although affected by the same unfavorable influences that have existed in the appliances industry during the past five months of this year, its sales have been the best in the company's 64 year history.

Also, sales during the first five months of this year were larger than sales for any consecutive five months in the past 64 years.

May, 1952, sales were considerably above April, 1952, and were more than 37 percent ahead of May, 1951.

Unfilled orders as of May 31st were the second highest in history, having been exceeded only by those of the period following the close of World War II.

Washer Production Down in May . . .

FACTORY SALES of standard-size household washers in May totalled 213,668 units, compared to 217,211 in April, or a decrease of 1.6 percent, according to the American Home Laundry Manufacturers' Association. The May total compares to an industry-wide total of 253,942 units sold in May, 1951, a drop of 15.9 percent.

Automatic tumbler dryers sold in May aggregated 28,812, down 20.2 percent from 36,109 in April, and a loss of 10.8 percent from 32,292 units sold in May a year ago.

Sales of ironers in May amounted to 12,652 units, compared to 8,938 in April, up 41.6 percent, and were 47.7 percent below 24,200 units sold in the comparison month of 1951.

NEW

PRODUCTS

AND SALES PROMOTION MATERIAL

Amplex Introduces New Wick Lawn Edger . . .

A new Wick lawn edger has been introduced by Amplex Engineering Co., Inc., New Castle, Ind., featuring a self-adjusting, self-sharpening knife, a heavy-gauge spring steel cutting wheel and blade — heat-treated for long life — and a four-inch rubber tire to guide the edger along smoothly.

According to the manufacturer, the edger rides easily along the ground surface following the contours, and does not dig or plow. The 18 teeth of the case hardened steel cutting wheel are angled at exactly the right pitch to provide a continuous scissors



action, it was announced. One-way action enables the user to get at hard-to-reach corners, tight or narrow places.

The unit weighs approximately 3 pounds; handle length is 48 inches.

*

New Paint Display Rack Introduced by Unistrut . . .

Unistrut Products Co., 1013 Washington Blvd., Chicago, Ill., has introduced a new display rack designed to increase purchases of paint, rotate stock to move old merchandise first, and to reduce man-hours of handling.

Built of Unistrut framing, a system of steel channels and fittings that are bolted together to form a finished structure which is completely adjustable to meet changing storage needs, the rack will accommodate many sizes of cans (gallon, half-gallon, and smaller). Stock can be rearranged at any time, from one run-



way to another quickly and easily. Also, the Unistrut framework can be adjusted to any position at will.

The following advantages are claimed for the installation: improves merchandising, keeps cans of paint at eye level for customers to see, makes the most of normal lighting, reduces shadows, presents neat and tidy appearance, conserves valuable store space, permits easy stock replacement, sells older stock being first down the runway, and back of rack is tagged for accurate identification of type, size and color.

*

New Cameo Pocket Knife Line Introduced . . .

A new departure in merchandising its line of CAMCO popular priced pocket knives is announced by Camillus Cutlery Company, Camillus, N. Y. A complete line of men's and boy's knives is being made available, with a small, permanent display case No. D-13 for counter use. This case is made of wood, with glass



window over the knives; has space for any 12 knives of the dealer's choosing, plus one fisherman's knife if desired. Price and number strips are located under each knife, and there is space for storage of 8 dozen knives in closed compartment in rear of display. The area covered by this fixture is 9" x 14".

The new open stock line of 18 numbers, packed $\frac{1}{4}$ dozen to a box, includes two 3-blade premium stock knives, a 3-blade cattle knife, 4-blade camp knife, single and 2-blade fisherman's knives, barlow; heavy, medium and pony jacks; three pen knives and an electrician's knife. They are intended to retail from \$3.89 to \$1.49. All handles, tips and bolsters are made of solid, unbreakable materials. High carbon steel is used for all blades.

*

D&M Introduces New Sure-Grip Rubber Balls . . .

A complete line of competitively priced, rubber inflated balls have been added by Draper-Maynard to supplement their line of leather balls.

The new line, which will be known as the "Sure-Grip" Line will consist



of three different numbers of footballs, three numbers of basketballs, a soccer ball and a volley ball.

These balls, molded from a newly developed laminated material by an exclusive process, are being offered in all popular price ranges. They are especially recommended for use on outdoor concrete courts, gravel, and cinder playgrounds and recreation fields and are built to withstand hard wear and grind. They are water resistant, mildew-proof and can be easily washed with soap and water.

The new "Sure-Grip" pebble grain cover assures months of satisfaction



Hang up More Sales

*with
Stanley
Closet
Bars*

Every family is a prospect for Stanley Closet Bars, tenants as well as home owners . . . and these "solid sellers" meet every buyer's requirements. Sturdily constructed of two telescoping tubes, they are made in 4 sizes: 18" to 30", 30" to 48", 48" to 72", 72" to 96". Largest size extends to 120" with center support. See your wholesaler. Display prominently for best results. The Stanley Works, New Britain, Connecticut.



The most famous doors in the world
swing on Stanley hinges

The Stanley Works, New Britain, Connecticut

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

under the most vigorous use, it is claimed.

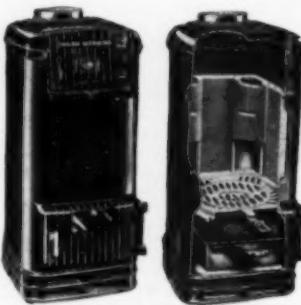
Suggested list prices on the rubber footballs are \$1.25, \$3.95 and \$9.95; basketballs \$4.95, \$7.45 and \$11.25; soccer ball \$6.95 and volley ball \$6.45.

Complete information may be secured from any D. & M. wholesale distributor or by writing Draper-Maynard Company, 4861 Spring Grove Ave., Cincinnati 32, Ohio.

Warm Morning Announces Coal Heater Changes

Design improvements have been made in three radiant models of the Warm Morning coal heater line, according to the manufacturer, Locke Stove Company of Kansas City, Missouri. All three are magazine-type blued steel radiant coal heaters employing the patented Warm Morning firebrick flue construction.

Model 616, which has been one of the largest selling Warm Morning coal heaters of the past several years, is superseded by a new Model 617, which has been equipped with an improved firebrick lining incorporating four patented firebrick flues.



**Exterior and Cutaway Views
of Improved Model 617
WARM MORNING Coal Heater**

The previous model had two side flues. The new Model 617 has a 60 lb. coal capacity and is designed for heating up to three rooms.

The original "round" Warm Morning coal heater has undergone further refinements in design and construction, and is now offered as Model 521, succeeding the previous Model 520-B. Improved "doughnut-style" side flue tiles are used instead of the original "alligator-style" flues. The new flue tiles have the self-cleaning feature and do not require the use of steel liners between them and the heater body.

Model 521 has a coal capacity of 100 lbs. and is designed for heating up to four rooms. This Warm Morning design also is favored for heating stores, shops, schools, garages, and other commercial establishments.

A new Model 523 supersedes Model

522. This is a deluxe blued steel heater of square design, and now employs a one-piece, heavy cast-iron top with 7" vertical, oval outlet. A 7 by 6" reducing joint of stove pipe permits use with 6" flue. The top dome construction simplifies installation with vertical flue pipes. Model 523 holds 100 lbs. of coal and will heat up to four rooms.

Warm Morning coal heaters are currently offered in seven models, including one large deluxe cabinet circulator. The line will shortly be expanded to include a second circulator model of more compact size and lower price, Locke Stove Company advises.

New catalogs and literature on Warm Morning coal heaters are available from Locke Stove Company, 114 West Eleventh Street, Kansas City 6, Missouri.

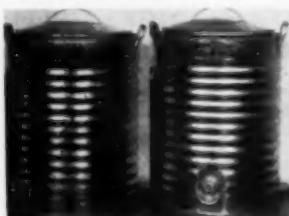
Bettis Introduces New Water Cans and Coolers

Igloo water cans and Igloo water coolers, featuring corrugated construction and a number of other advantages, are being marketed nationally — with special emphasis on the South — by Bettis Corp., Houston, Texas.

Designed to replace the old-fashioned water barrel with a longer-lasting water container, Igloo cans and coolers are designed for use by farmers, maintenance crews, sports enthusiasts, and others who work outdoors in the summer.

Igloo coolers come equipped with flush-mounted spigots; Igloo cans have no spigots. Both are available in 1½, 3, 5 and 10 gallon sizes. The cans and coolers are offered in both heavy-duty models, which are insulated with Dow Styrofoam, and in Standard models, which have air space insulation. Actual tests are said to have shown the corrugated construction of Igloo coolers to be three times as strong as ordinary coolers.

These and other features are being emphasized in a direct mail advertising program recently launched for the southern states by John T. Everett & Co., Memphis, factory representative for the Bettis Corp. A series of five vari-colored post cards now are being mailed to about 7000 hardware retailers throughout the South, it was announced.



Consumer's
RUBBER TILE CEMENT

REAL

**contains
RUBBER**

- ✓ Ready to use.
- ✓ Cannot warp or injure tile.
- ✓ Fast tack, slow setting.
- ✓ Tight, permanent bond.



Available in QUARTS, GALLONS, 5 GALLONS.
ORDER FROM YOUR WHOLESALER or direct

Consumers Sample on Request

CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 6 MO.

Rubbermaid Stove Top Offered by Wooster . . .

The Wooster Rubber Co., Wooster, Mass., has announced production of a new Rubbermaid stove top tray that will make it possible for the housewife to use the top of her range or stove.

The mat's nonskid surface will keep it flat and stationary, a safe set-down place for pans, kettles, mixing bowls and other items. A solid tray at the end holds drippy mixing and stirring utensils.

Measuring 16 x 20 inches and available in red, yellow, green, blue and marbleized black, the mat also is convenient for protecting the surfaces of refrigerators, counters, utility carts and tables, and anywhere a sharp edge or hot metal might cause damage. The mat carries a suggested retail price of about \$1.98.

Fry Introduces New Plastic Cement Display

A new merchandising program is announced by Fry Plastic Co., Dept. E, Los Angeles 44, Cal., with the introduction of its new Self-Service plastics cement display, which contains 72 bottles of plastics cement

CLASSIFIED

Electrical Contracting, Hardware, appliances, and supply business for sale. Good income, good opportunity. Established since 1924. Owner has made his, wants to retire. Price low. Do not miss this. Southern Hardware, Box 660, 806 Peachtree St., N.E., Atlanta 5, Ga.

and also explains the various uses of all the seven types represented.

Of smooth-finished Redwood with a bright sign at the top and room in back for convenient storage, the display contains plastic cements for acetate and celluloid, plexiglass and



lucite, vinyl and vinylite, polystyrene, sand cement and combination and general purpose cements as well.

The rack is provided free with the initial \$10.80 order, which covers the 72 bottles of cements, each bottle retailing for 25 cents.



Cleveland Mills Offers New Plastic Clothes Line

Cleveland Mills Co., Lawndale, North Carolina, announces production of a new item in its Mike line — the Art. 575 Mike plastic clothes line. Put up on 50-foot hanks, two connecting hanks, 12 hanks to the box, the line sells for \$5.50 per box, it was announced.

The line has a filament rayon center, with a tested breaking strength of 300 pounds. Made from a special kind of plastic, the line will retain its color out in the sun and weather, it was announced, and it can be cleaned easily with a damp cloth. It has very little stretch.

Further information is available from the manufacturer upon request.

AUTO-LITE



Display and promote Auto-Lite—the line of carbide Sportsman Lamps that sells on sight the year 'round. The first choice in the South since 1914, you will find it pays to feature dependable Auto-Lite products... "standard equipment" with the Southern Sportsman for more than 37 years.

115 MODEL
Furnished with 4" ribbed reflector. Burning capacity 4 hours. Rust-proof construction. Rubber bumpergrip protects bottom. Strong wire brass.



107 MODEL
7" plated reflector, 4 hour capacity. Patented Ball Dropper insures steady, even flame at all times. An all-purpose lamp.

115 COMBINATION
Consists of 115 Model Auto-Lite Lamp with a sturdy brown cloth adjustable hat with metal attachment. A real special this year.



875 MODEL
Will burn 6 full hours on a full charge of carbide and water. Furnished with 7" plated reflector and convenient folding handles. Ideal for camping.

Contact your jobber today or write us for an illustrated catalog and the name of your nearest wholesaler.

UNIVERSAL LAMP CO.

Springfield, Illinois

Ta-pat-co TRADE MARK REGISTERED U.S. PAT. OFF. HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof
red hooks"

Ta-pat-co TRADE MARK REGISTERED U.S. PAT. OFF. TRACTOR SEAT CUSHIONS



For every tractor and farm
implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881

Copper Brite

over 2,000,000
bottles sold in 6 months

CLEANS, POLISHES COPPER,
brass, stainless steel—in
one second. Wipe on, rinse
off—no waiting.

• QUALITY ASSURED: U. S.
Testing Co., York Research
Lab., Good Housekeeping.

• POWERFUL ADVERTISING
in Good Housekeeping,
Better Homes & Gardens, Ameri-
can Home, TV, Radio, etc.



COPPER BRITE, INC.

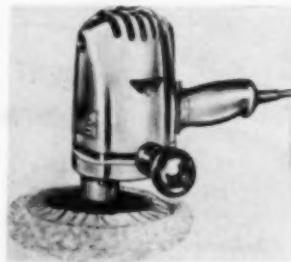
1109 N. Poinsettia Pl., Los Angeles 46 Cal.



Lufkin Introduces New Extension Rule . . .

The newest addition to the Lufkin family of "Red End" rules, the X-46F is designed for easy and accurate inside, outside, regular, and flat reading measurements.

Numbering begins at the extension end of the rule, both sides, for flat reading or for regular measurements. The result of this design feature is that in flat measuring the measurement lies close to the work — even when the rule is partly open. The

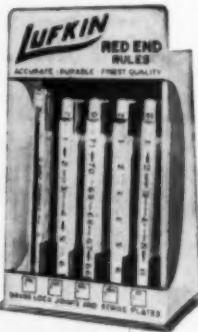


many rotary accessories such as drills, grinding wheels, etc., as well as a special orbital attachment for fine finishing. Equipped with this attachment, the No. 966 can handle practically every type of finishing work, it was announced.

Useful on wood, metal, plastic, and other surfaces, the unit is furnished complete, for rotary action, with a 6" flexible rubber pad, 6" lamb's wool bonnet, and 3 assorted 6" sanding discs. For fine finishing, the orbital attachment is used with 1/3 of any standard 9 x 11 inch abrasive sheet. Prices are \$37.50 for the No. 966 sander-polisher, and \$15.50 for the No. 980 orbital attachment.

Additional accessories and supplies include a 1/4" Jacobs key chuck, 1/2" wheel arbor, bench stand, 6" buffing wheel, 4" grinding wheel, 4" wire brush wheel, 2 1/2" cut wire brush, paint stirrer, special formula power auto polish, extra lamb's wool bonnets, and sanding discs.

The No. 966 is of quality construction throughout, with gears, pinion and spindle of heat-treated alloy steel, it was announced. All bearings are self-oiling, bronze sleeve design.



brass extension slide allows inside measurements up to 78 inches. A stop prevents the brass slide from coming out.

Many features are incorporated into the rule to make it stronger and longer-lasting. It is constructed of extra-heavy sections of select hardwood. The boxwood finish is further protected by a tough clear plastic coat. The large bold figures are easy-to-read against the uniformly light background.

Brass strike plates prevent wear. The brass end caps are flush inlaid and riveted. The riveted spring joints are the patented Lufkin double-locking type, and are especially set into the rule to maintain accuracy. Both edges of both sides of the rule are graduated. The rule is marked consecutive inches to 16th. Folded length is 8 inches.

Further details are available from the manufacturer, Lufkin Rule Co., Saginaw, Mich.

Millers Falls Offers New Sander-Polisher

As the latest addition to its line of utility electric tools, Millers Falls Co., Greenfield, Mass., announces the new No. 966 sander-polisher, designed for use among home-owners, hobbyists, carpenters, cabinet makers, pattern makers, farmers, repair men, garages, etc.

The No. 966 also can be used with

P&C Offers Dealers New Merchandising Manual .

A complete tool merchandising manual for hardware dealers is now available from the P & C Hand Forged Tool Company of Portland, Oregon. The 12-page booklet titled "P & C Pre-Builds Tool Sales For You," lists and describes all tool sales aids which this firm offers. Featured are the P & C Self-Selling Merchandisers, guaranteed to at least double any hardware dealer's tool turnover.

Wall displays, a new pocket-size catalog and direct mail material also are described. "Profit Line," a special news publication edited for hardware dealers, is an important part of P & C's dealer sales program.

Consumer advertising, dealer mats, matchbooks and key ring screw-drivers are only some of the profit-building ideas outlined. Displays and sales aids are fully illustrated. The notebook-size booklet is punched so it can

BIGGEST MARKET EVER!

For This LIVELY NEW
ELECTRIC
CHAIN SAW.

Mall



Model 11-E-18

Your customers have been waiting for this light-weight MALL Model No. 11-E-18 Electric Chain Saw. Speeds up cutting jobs. Weighs only 19 lbs.—easy to handle on ladders, scaffolds, in trees. Guides with one hand. Saws lumber up to 36" thick in two cuts. 3 other electric models — also pneumatic and gas-powered.

MAIL DRILLS For more Drilling Power at Less Effort

A dozen different models — for drilling steel, wood, concrete, masonry. Sturdy, dependable, economical to operate. Latest catalog upon request.

Mall Attachments Include:

- Slitting Saws • Screw Drivers
- Bolt & Disc • Grinding Kits
- Sanders • Wood, Steel and Masonry Bits
- Polishing Kits
- And other fast-selling MALL Accessories

40 Factory-Owned Service Warehouses
Coast To Coast To Serve Our Customers
and Thousands of Dealers.

MAIL TOOL COMPANY
7714 S. Chicago Ave., Chicago 19, Illinois



MODEL 381
3/8" cap. in metal —
3/4" in wood.



MODEL 125
Cap. 1/2" in
metal — 1"
in wood.

**SELL THE BOBBER
THAT SELLS ITSELF!**

JUST PRESS 'N TURN



FRABILL'S

BOB'EM 2-WAY

FISH FLOAT FOR CASTING OR STILL FISHING
YOURS IN FIVE SIZES — From 20¢ to 40¢

Customers insist on BOB'EM 2-WAY fish floats . . .
made right . . . designed right . . . they work right!

FRABILL MFG. CO. 938 W. Walnut St.
Milwaukee 5, Wis.



"it's a
money
maker!"

... say Duro dealers about the
**NEW MON-O-LECTRIC
WATER SOFTENER**

Customers everywhere are enthusiastic about the Duro Mon-O-Lectric Downflow Water Softener. Its simple, instantaneous regeneration assures an abundance of rich, soft water with the pull of a lever. The Mon-O-Lectric softens water under all conditions. It's a gleaming black and white beauty . . . foolproof in design and ruggedly built to give your customers years of trouble-free service. With the addition of the famous Mon-O-Lectric to your present line, you, too, will say, "It's a money-maker."

Write today for complete
information and prices.

FREE! This informative book, that shows you how to cash in on the demand for Duro Water Softeners. Rub your name and address today for a free copy of the profit booster, "Do you know that Duro Water Softeners are Money-Makers?"



THE DURO CO., DAYTON 1, OHIO

Duro builds a complete line of water softeners and water systems



DIETZ No. 2 D-LITE
Blue Gray Enamel Finish

EVERY HOME NEEDS A DEPENDABLE STAND-BY LIGHT

for darkness without warning
or unexpected emergencies

R.E. DIETZ COMPANY
EST. 1840
SYRACUSE 1, N. Y.

OUTPUT DISTRIBUTED THROUGH THE JOBBER TRADE EXCLUSIVELY



For use in factories, cotton fields, farms, warehouses or wherever a rugged, heavy duty balance of reliable accuracy is required. Dial is recessed for protection, graduated scale etched for durability and readability. Adjustment allows indicator to be set at zero to balance scoop or pan attached to hook.

CAPACITIES	
25 lbs.	by $\frac{1}{2}$ lb.
50 lbs.	by 1 lb.
100 lbs.	by 1 lb.
140 lbs.	by 1 lb.
200 lbs.	by 2 lbs.
300 lbs.	by 5 lbs.

SEE YOUR JOBBER

HANSON SCALE CO.
525 N. Ada Street,
Chicago 22, Ill.

be kept for handy reference.

Copies of "P & C Pre-Builds Tool Sales For You" are available free of charge from the P & C Tool Company, Portland 22, Oregon.

provide natural air circulation to keep the water fresh and 10° cooler than the outside air. Minnows are said to have stayed alive for two to three weeks in the bucket. It is also designed for other live bait such as worms, crawfish and hellgrammites. The bottom and rim are waxed to give extra protection against the

Plymouth Introduces New Rope Merchandising Aid.

The Plymouth Cordage Company, Plymouth, Mass., has introduced an addition to its line of merchandising aids for retail hardware dealers — a neatly-designed hexagonal carton which contains rope in full and half coils.

Carton-packed coil rope is intended as a supplementary sales tool for use with Plymouth's "Salesmaker," a display rack which measures and cuts rope in any six sizes up to 1-inch in diameter. Advantages of carton-packed coil rope, according to the manufacturer, are: (1) the carton serves as a permanent container, preserving the rope and keeping it always clean and neatly coiled; (2) coils are easy to handle, stack and store; (3) "package-unit" sale of rope is greatly facilitated; (4) the hexagonal shape provides enhanced display value and the flat surfaces give maximum legibility to package iden-



effects of water and dampness, and metal clips and handle are plated to retard rust.

As a companion product, the Animal Trap Company also offers a new Victor Long-Life Bait Bucket Liner, priced at 40 cents list. The liner fits all standard 9" by 9 1/4" round minnow buckets and features all the advantages of the Victor Bait Bucket. Both the Victor Long-Life Bait Bucket and the Liner are easily nested for storage and display and are packed 2-dozen per carton.

Arvey Announces R-V-Lite Storm Pane Floor Fixture

Arvey Corp., 3462 N. Kimball Ave., Chicago 18, Ill., manufacturer of R-V-Lite and Vimlite all-purpose win-

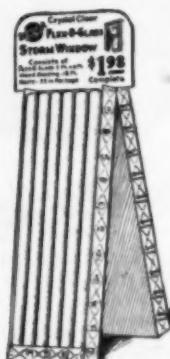
tification. The diameter, circumference, weight, length and trade name of the rope contents are plainly listed on the outside of the carton.

Currently available in the new carton-pack are full and half coils of rope up to $\frac{1}{2}$ -inch diameter, and half coils only in 7/16- and 1 1/2-inch diameters.

Animal Trap Offers New Low-Priced Bait Bucket

A new, low-price, molded pulp bait bucket complete with a close fitting lid has been introduced by the Animal Trap Company of America, Litzitz, Pennsylvania.

This new Victor Long-Life Bait Bucket, priced at \$1.10 list, has an overall size of 8 1/4" by 9" diameter. The pores in this leak-proof bucket



Easy Way to BIGGER Wood Chisel Sales



**Gift Sets
of 3 popular**

GENSCO swedish wood chisels

**PLUS THESE
SELLING FEATURES**

Now, an ideal combination set of famous Gensco Swedish wood chisels to boost your unit chisel sales and increase your profits.

Set includes $\frac{1}{2}$ ", $\frac{3}{4}$ " and 1" widths packed in a colorful metal edge gift box with display saddle for identification and pricing.

This is the perfect starting set for any home craftsman or an ideal gift for every man who works with wood.

Ask your jobber salesman to include them in your next order.

**Every chisel handle
plainly marked for
blade width size.**



**Plastic coating pro-
tects against chip-
ping and rust. Strips
off when ready for
use.**

See Your Jobber

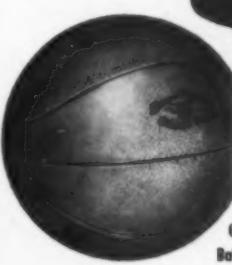
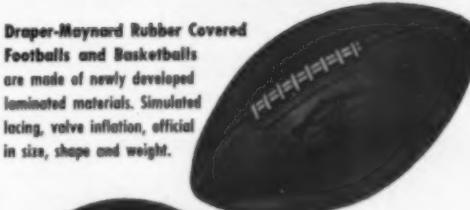


Write for Prices

**GENSCO TOOL DIVISION
GENERAL STEEL WAREHOUSE CO., INC.
1806 North Kastner Avenue • Chicago 39, Illinois**

DRAPER-MAYNARD
rubber covered
FOOTBALLS and BASKETBALLS
official size and weight ★ waterproof

Draper-Maynard Rubber Covered Footballs and Basketballs are made of newly developed laminated materials. Simulated lacing, valve inflation, official in size, shape and weight.



Draper-Maynard Rubber Covered Footballs and Basketballs are ruggedly built to withstand the hard wear and grind of outdoor concrete courts, gravel and cinder playgrounds and recreation fields.

Order DRAPER-MAYNARD Rubber Covered Balls from your Wholesale Distributor now.

'The Lucky Dog Kind'

DRAPER-MAYNARD
MADE IN U.S.A.
D&M
SPORTS EQUIPMENT



THE DRAPER-MAYNARD CO., 4861 Spring Grove Avenue, Cincinnati 32, Ohio

Red Devil's Speed combination



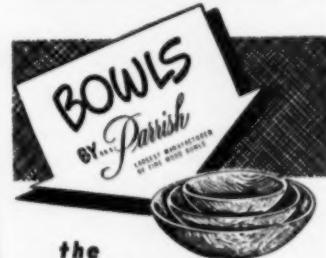
Automatic Driver
Diamond Points

Shoots 100 Zinc or Steel
Diamond Points into the hardest
wood—as fast as a man
can pull the trigger. Speeds up
glazing of sash, frames
and mirrors. Points can be
driven at an angle, due
to patented nose plate.
For hand-driving—Perfect
glazing with Red
Devil Triangle Points. Zinc
Coating prevents corrosion.

7978

A PRODUCT OF

Red Devil Tools
IRVINGTON 11, N.J. U.S.A.



the
SALAD BOWLS
EXPERTS USE

FIVE complete distinctive lines to enthuse all classes of trade. Bowls in the exclusive Parrish finish—the finest made—in choicest woods; also popular priced lines of beautiful quality for home and professional use. Complete lines of woodenware backed by more than half a century of wood craftsmanship.

Write for illustrated folder and price list that shows the way to sales and profits.

J. SHEPHERD PARRISH CO.
205 W. Wacker Drive Chicago 6, Ill.

dow materials, is offering a self-service display fixture for R-V-Lite ready-cut storm panes. The new floor fixture tells and sells the entire storm pane story. The colorful sign provides a quick demonstration of the easy application of the panes and illustrations show window and door installations being made.

Built of sturdy wire, the fixture holds and displays two cartons, permits the dealer a stock of either 48 or 72 units. No. 12-SP DeLuxe cotton reinforced type is packed 12 ready-wrapped storm pane units per carton. No. 36-SP clear vinyl economy-type is packed 36 units and 36 sleeve envelopes per carton.

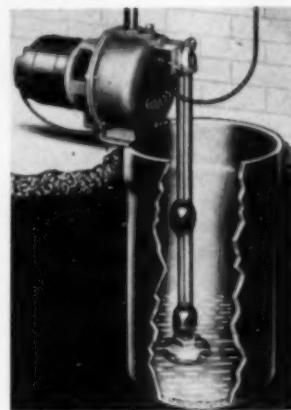
Goulds Introduces New Cellar Drainer

Production of a new close-coupled-type horizontal cellar drainer has been announced by E. E. Backlund, sales manager, Goulds Pumps Inc., Seneca Falls, N. Y.

This new unit, called Figure 3631 by Goulds, is said to provide positive protection from flooded cellars without the limitation and disadvantages of the conventional vertical submerged-type drainers.

According to Backlund, this pump unit is never subject to binding or clogging due to accumulated silt, sand, coal, dust, ashes, etc. in sump, because the pump itself is not in the pit.

Other features are that the sump and strainer are easily cleaned (no need to disconnect discharge piping



or move pump), the motor is not subject to vapor, moisture, or fumes from the sump (since the motor is not over the sump) and the unit may be set away from the sump (up to 8 feet offset possible—often desirable in tight locations).

The close-coupled construction of

this unit assures permanent alignment of rotating parts, the centrifugal pump is self-priming, and the impeller and guide vane are of non-rusting bronze, it was announced.

The new unit is in full-scale production, and descriptive literature is available from the manufacturer.

Puritan Offers New Plastic Clothes Line

Modern Maid plastic clothes line has been added to the line offered by Puritan Cordage Mills, Louisville, Ky., according to an announcement by William Ballard, vice president and sales manager.

Made of vinylite plastic, the new clothes line is designed as a perman-



ent, easy-to-clean all-weather line. It comes packaged in a blue, black, pink and white window carton which holds two easily seen 50-foot connected hanks. The joining lengths of clothes line extends above the top of the carton to form a handle, as well as to serve as an exposed sample of the product.

Locke Stove Sponsors Hillbilly Network Show

The Locke Stove Company of Kansas City, Missouri, is said to be the first manufacturer of home heaters to sponsor a network show for national advertising, according to a recent announcement from the firm.



**"Never mind Horace, I
fixed it with my FALCON GRIP
SCREW-HOLDING SCREW DRIVER!"**

Your customers need only a glance at a Falcon Grip "Snap-In" Counter Display, to be reminded of "fixin'" jobs where this Parker tool would come in handy. Falcon Grip's exclusive, easy opening, screw-holding clip holds the screw rigid. The semi-square Parkloid handle, scientifically designed to fit the palm and fingers, increases leverage — and reduces slipping.



FG COUNTER DISPLAY

Attractive Parker "Snap-In" Counter Display. Holds one Screw Driver of each size. Easy to set up and fill from stock. Attracts customers. Deal consists of:
2 each F-2½ 4 each F-5
4 each F-4 2 each F-7
1 each "Snap-In" Counter Display

Buy the **Parker** *Line*

PARKER MANUFACTURING CO.
WORCESTER 1, MASS., U. S. A.
and ACKERMANN-STEFFAN DIVISION
Manufacturer of Famous Trojan Coping, Jig and Jewelers' Saw Blades

**ANOTHER SPECIAL FEATURE
BUILT INTO**

NATIONAL LOCKset

Patent Applied



It's the difference that makes NATIONAL LOCKset top money-value . . . an abundance of extra, exclusive features that add up to time-saving installation and home owner enthusiasm. • Two of these plus values are (1) the solid brass bolt that "throws" a full $7/16"$ every time, and (2) the short travel ratio between knob and locking mechanism — only 29° . • Write today for illustrated catalog and the complete inside story about NATIONAL LOCKset.

AMERICA'S OUTSTANDING LOCKSET VALUE



SOLD ONLY THROUGH JOBBERS

**DISTINCTIVE HARDWARE
ALL FROM 1 SOURCE**



**NATIONAL LOCK
COMPANY**

**ROCKFORD, ILLINOIS
MERCHANT SALES DIVISION**

The show, to be originated in Nashville, Tenn., the Hillbilly capital, starts August 16.

The program will be called "The Duke of Paducah and the Opry Gang," featuring the talent of "Grand Ole Opry" and headlined by The Duke of Paducah, Moon Mullican, Annie Lou and Danny and the Warm Morning boys.

Featured products on the commercials will be Locke Stove's complete line of coal and gas space heaters. Featured in the complete line are four gas models and eight coal models. One of the new models featured is the new 460 coal heater which is furniture-style in lifetime porcelain finish and retails for \$99.95, it was announced by the manufacturer.

The company has planned extensive promotion of "The Duke of Paducah and The Opry Gang." Elaborate lithographed countercards and window banners are being provided to more than 10,000 dealers handling The Warm Morning line of heating stoves. Also, a free newspaper mat service featuring the Duke as the personal salesman of Warm Morning heaters has been prepared for use in dealer advertising. The program will be heard over 29 stations concentrated in the area from WDAF-Kansas City, and KOAM-Pittsburgh, Kansas, on the north and west, across the southern and eastern states, it was announced.

Lufkin Announces New Dial Test Indicator . . .

A new Universal dial test indicator, offering greater accuracy, durability and adaptability, is announced by Lufkin Rule Co., Saginaw, Mich. Lightweight and of one-piece construction, the indicator is designed for use in connection with a height gage or a surface gage, as well as for determining surface flatness, alignment, out of roundness, relative heights, locations, etc.

The one-piece construction of the base and shank results in an assembly that will not be loosened; and as the mechanism is mounted on the one-

piece base and shank, a rigid and accurate alignment of the moving parts is provided independent of the case. The jeweled thrust bearing increases the smoothness of operation and insures accuracy and longer life, it is claimed. All greasing and oiling are eliminated.

The indicator is available in two models. A folder describing the models, attachments, applications, and prices are available from the manufacturer upon request.



Animal Trap Offers Log Display for Traps

An unusual log display for Victor steel traps is now available to dealers, according to an announcement by the Animal Trap Company of America, Lititz, Penn.

The Victor log display, made of strong molded pulp in a three dimensional design, is finished to resemble the bark of a tree. The identifying words, "Victor Steel Traps," are deep-cut in the face and painted in contrasting red and yellow. The display hangs by a chain from wall or window stand. Hooks are attached at the base from which the dealer can hang six Victor traps chosen from his stock, it was announced.

----they KNOW a MONEY MAKER when they see one
That's why ----
wise dealers choose
FLO-MOW

Flo-Mow has what customers demand in a power mower

Three Models
18 IN.
20 IN.
22 IN.

Flo-Mow Power Mowers don't gather mold in the warehouse. Customers snap them up and keep turn-over brisk because they recognize the fine quality built into every part of a Flo-Mow. As a profit maker for dealers, Flo-Mow is outstanding. Cash in on the tremendous power mower market. Write today for full details on a dealership in your community.

THE FLO-MOW MFG. CO.
9400 Wilson Road Kansas City, Mo.

DOUBLE SALES PULL
TITE-ROPE
CLOTHES LINE

Doubly popular because it combines the strength of a wire centre with the cleanliness of a plastic coating.

Wipes clean at the whisk of a damp cloth. No breaks, stretch or rust.

The best of its kind on the market.

Nationally advertised in
The Saturday Evening Post
and Good Housekeeping.

Ask your jobber for samples.
Or write us for complete information on Tite-Rope and also Whale, the finest solid braided cotton clothes line you can stock.

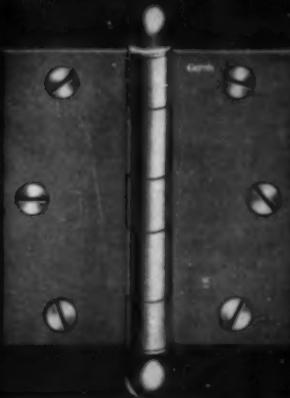
Samson
CORDAGE WORKS
Boston 10, Massachusetts

A Samson PRODUCT FOR LASTING ECONOMY

Guaranteed by
Good Housekeeping

Hinges

by GRIFFIN



For more than 50 years Griffin hinges have been known for their fine materials and workmanship. Griffin hinges are part of a wide variety of light builder's hardware . . . quality produced by

Griffin.



GRIFFIN-
Manufacturing Company

ERIE • PENNSYLVANIA

THE R. S. OLDER COMPANY

45 Warren Street

New York 7, N.Y.

HARVEY D. RUSH & SONS

4638 Nichols Parkway
Kansas City, Missouri

WILBUR H. DAVIS

142 W. Faris Avenue
Chicago 26, Illinois

GEORGE A. GREGG

17134-6 Wyoming Avenue
Detroit 21, Michigan

AUSTIN & EDDY INC.

115 Broad Street
Boston, Massachusetts

WALTER S. JOHNSON & SONS

917 St. Charles Avenue

Atlanta, Georgia

M. C. GLOVER

2611 Garrison Blvd.

Baltimore 16, Maryland

ROY ROBERTS

1625 Conduit Street

Denver 6, Colorado

W. C. MEIRBAUM & CO.

6954 Cicero Avenue

St. Louis 9, Missouri

E. H. FARRAR

6637 Golf Drive

Dallas 5, Texas

CHARLES L. LEWIS

1335 Market Street

San Francisco 3, Calif.

F. P. REED

4524 E. 40th Street

Seattle, Washington

L. G. FULLER, JR.

644 Wellington Road
Jackson 6, Mississippi

Old Hi Says



KIND OF FISHING
AND EVER



Your H-I man
can be
a life-saver

FISHING TACKLE FOR EVERY FISHERMAN AND EVER



Your H-I man knows tackle and the tackle business — because tackle is his business. Doesn't it make sense to rely on him for sound advice on tackle buying and selling?

He's in a perfect position, too, to supply you with exactly the right tackle that's right for your area. That's because the H-I line is complete — 29,000 items, including complete equipment for every fisherman and every kind of fishing. He'll show you H-I Power Glass Rods — the largest line, greatest values in the field — bamboo and steel rods, reels, lines and lures. It's the H-I line, one great source for all your tackle needs.

Ask about national advertising and promotion. Your H-I man will give you details on H-I's outstanding 1952 campaign, and how easily and economically you can tie in.

Rely on your tackle man — your H-I man. See him — or write us direct.

H HORROCKS
IBBOTSON
UTICA, N.Y.

Manufacturers of the Largest Line of Fishing Tackle in the World

In the Fall-Winter hunting season, the display can feature various Victor steel traps popular in the dealer's area. It also is used as a Summer sales booster by displaying gopher, mole and heavy-duty rat traps that will interest the gardener and farmer.

Dealers will be able to get their Victor log display through their own Victor wholesaler. No charge will be made for the display when the dealer buys five dozen Victor steel traps, it was announced by the manufacturer.

New Flex-O-Glass Storm Window Package

A new storm window package, made of the new, crystal-clear Flex-O-Glass, has been introduced by Warp Bros., Chicago 51, Ill. Described as being tough enough to last for many seasons, the storm windows will be nationally advertised this Fall at \$1.98 and guaranteed for two years, according to the announcement.

Packages consists of 18 feet of select wood moulding, a package of nails, and a 72 x 36 inch sheet of genuine new crystal-clear Flex-O-Glass — plainly identified by the trade-mark "Warp's Flex-O-Glass" branded along the edge.



Each dozen is packed in a sturdy carton that unfolds into a colorful, double-sized dispensing display to attract customer attention from either side.

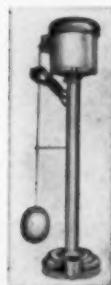
The new storm window package was designed to fill a long-felt need

for a top-quality, tack-up storm window, the manufacturer announced.

Further details are available from Warp Bros., 1100 N. Cicero Ave., Chicago 51, Ill., upon request.

Standard Introduces New Automatic Sump Pump

The new Standard 3000 automatic sump pump, designed to give the average home-owner dependable service at a low price, has a capacity of 3000 gallons per hour at a 5-foot head, and will easily fit a 12-inch diameter sump, according to the manufacturer, Standard Corp., 620 Lima St., Wapakoneta, Ohio.



TOUGH TRANSPARENT PLASTIC TAKES THE PLACE OF GLASS



A mazing new material stands up under any wear and tear—in any weather. Clear as glass! Easy to install. Saves user many dollars. Priced right for greater volume. Excellent profit margin. New merchandising display moves it fast. Write for details.

SEE THESE OTHER WEATHER-TESTED WINDOW and DOOR MATERIALS

GLAZ-SCREEN

Heavily reinforced bright galvanized wire embedded in durable plastic. Thousands of uses. Highly competitive price. Ask about the profit opportunities of fast-selling Glaz-Screen. Write today!

NU-V-GLASS

No gum, resin, wax or paraffin used in manufacture. Reinforced with over 16 miles of tough cotton cord in every 100 yard roll. Here's the fastest-moving glass substitute material on the market.

GLAZ-FABRIK

Has 80 threads per square inch. Care impregnated with special weather-resistant formula. The market for Glas-Fabrik is growing by leaps and bounds. Be sure to write for free catalog sheet.

SEND FOR FREE CATALOG SHEETS WHICH GIVE
FULL INFORMATION and PRICES

SOL-O-LITE MANUFACTURING CO.
4305B West North Avenue • Chicago 39, Ill.

flexible metal poppet



order from
your jobber

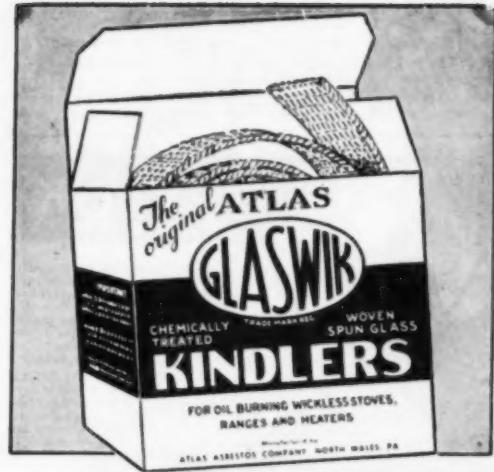
**Check
Valves**

ALL POSITION

Patented, Flexible Monel Metal Poppet cannot leak. Quiet and very sensitive in operation. For cold or hot water or steam. 200 pounds pressure. One-piece brass shell. Made in seven sizes. Ask for Bulletin 204.



**STRATAFLO
PRODUCTS, INC.**
FORT WAYNE, INDIANA



OUTLASTS ORDINARY KINDLERS 4 TO 5 TIMES

- Made of glass fibers—the only wire that's free of wire bases
- Eye-appealing individual boxes
- Merchantiser deal to boost your sales
- Market leader for 15 years

Sold Exclusively Through Jobbers

For Complete Information Write Room 563—General Offices

ATLAS ASBESTOS COMPANY
NORTH WALES, PA.
MANUFACTURERS OF ASBESTOS PRODUCTS AND SPECIALTIES

SELL THE MINNOW BREATH YOU'D BUY YOURSELF

Finest minnow pail model Galvanized, perforated bucket, with hinge cover and snap style top, for easy removal of insert. Full 10 quart capacity.

990.

FRABILL'S

MinnowBreather

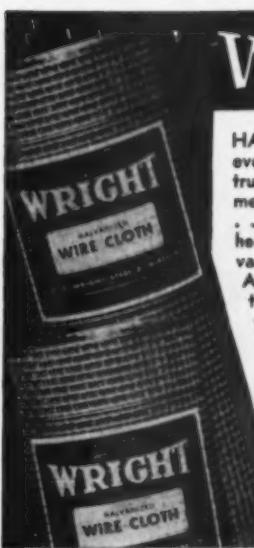
Frabill Minnow Breather Inserts . . . the answer to long life for minnows! Made from finest materials with unequalled breathing features. Frabill MINNOW BREATHER INSERTS SELL FAST AT A GOOD PROFIT . . . \$1.00 each.

FRABILL MFG. CO. 938 W. Walnut St.
Milwaukee 5, Wis.

WRIGHT

HARDWARE CLOTH.. every wire round and true to gauge .. uniform mesh.. free from bulges .. straight selvage .. heavily and brightly galvanized the Wright way. A Wright product all the way from rod to you.

Southern Representatives:
D. G. Horribrook
E. L. Horribrook
Box 176
Avondale Estates, Ga.
Lawrence J. Baldwin
& Son
306 Carrollton Bldg.
New Orleans 13, La.



G.F.WRIGHT STEEL & WIRE CO.

WORCESTER • MASSACHUSETTS

MECHANICS' TOOLS and HARDWARE SPECIALTIES

NEW FEATHERWEIGHT TEN RIVET TROWEL
WITH PLENTY OF KNUCKLE ROOM

IMMEDIATE
DELIVERY



FINISHING TROWEL
No. 194

NEW OUTSTANDING FEATURES

- A California oval shaped basswood handle. Blade is made of finest grade spring steel tempered and is waxed to preserve finish.
- A strong aluminum shank fastened to blade with ten steel rivets.

Made in three sizes

Lengths: 10½" x 4½" x 11" x 4¾" • 11½" x 4¾"

Packed 12 Doz. in Box

Also Other Plastering, Brick and Pointing Trowels

WRITE FOR CATALOG TODAY

GUARANTEED • SINCE 1830

WILLIAM JOHNSON INC.
BRENNER AND KENT STREETS — NEWARK 3, N. J.

Powered by a 1/3 h.p. Westinghouse motor, it has a drip cover motor hood and a scientifically balanced aluminum impeller. The pump housing and column are made of an aluminum alloy designed to maintain its attractive appearance and to resist corrosion. A screw-type, copper

float operates a Cutler-Hammer 2-pole switch for positive control. The wide-based, heavy cast aluminum alloy housing has a large in-take screen area to prevent clogging. The outside of the screen can be cleaned without lifting the pump, and a 1 1/4-inch vertical discharge pipe permits easy

installation, it was announced.

Finished in red and grey combination, the pump is furnished with an attractive tag that doubles as a point-of-sale aid and instruction card, it was announced.

Further details are available upon request to the manufacturer.



THE MOST POPULAR OF ALL BRANDS

Year in and year out, Phoenix leads the field in sales. That's because year-in-year out, Phoenix leads the field in service.

There's a size, weight and style for every horse and mule working under any condition. It's easy to see that Phoenix means business. So cut yourself in on the profits! Stock and recommend Phoenix Horse and Mule Shoes NOW!

World's Largest Manufacturer
of Horse and Mule Shoes and Calks.



PHOENIX MANUFACTURING COMPANY

Joliet, Illinois



Catskill, Pa.



U.S. STRAITLOK POULTRY NETTING

THE perfect hexagon mesh poultry netting... Made with the improved Lockstitch Weave... Stronger, more uniform, more rigid... Lies flat when unrolled... Easier to handle and cut... Stretches better... Nester in appearance... More satisfactory in service.

U.S. HEXLOK Poultry Netting is furnished in one-inch and two-inch mesh No. 20 wire, galvanized before and after weaving, in standard widths 12 to 72 inches. Rolls contain 150 linear feet, guaranteed full length and weight.

SAVES

**TIME
LABOR
MONEY**



Cut fencing costs, save time, labor, money by using U. S. STRAITLOK Poultry Netting... It stretches like farm fence to wood or steel posts... Needs no top-rail, no baseboard... Requires fewer posts. It is ideal for building poultry runs because it can be moved and restretched. Furnished in one-inch and two-inch mesh No. 20 wire, galvanized before and after weaving, in standard widths 12 to 72 inches. Rolls contain 150 linear feet, guaranteed full length and weight.

Ask your jobber to see other modern nettings!

Mfd. Exclusively by **INDIANA STEEL & WIRE COMPANY**
MUNCIE, INDIANA

UKELELES, GUITARS, VIOLINS
and other string instruments

•
Make extra profits by handling these additional lines.
WRITE US FOR DEALERSHIP DETAILS

CONTINENTAL MUSIC

DIVISION OF C. G. CONN, LTD.

146 Marietta St., N. W.

Atlanta 3, Ga.

The ONLY Magnesium Level on the Market!

**Scharf
Magnelite
LEVELS**



• Profitable, Fast • Replaceable Vial
Selling, Nationally Used
Advertised
• Available in 10
Sizes from 12 to 72 • Beautifully Design-
ed, Accurate, Depend-
able

J. H. SCHARF MFG. CO., OMAHA, NEBR.



**MARSHALLTOWN
TROWELS**

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



AUGUST, 1952

Southern FARM EQUIPMENT

Section of SOUTHERN HARDWARE

806 Peachtree St., N.E.
Atlanta 5, Ga.



1840

THE EMPIRE PLOW COMPANY

In Our Second Century Of Progress

CLEVELAND 27, OHIO

1952

CASE DOES IT AGAIN!

THIS TIME IT'S

EAGLE HITCH



HOOK UP SITTING DOWN

No tugging, no tinkering—you stay right in the tractor seat. Self-closing claws of Eagle Hitch take hold of implement—you slip in one pin and GO. Simple to do—spectacular to demonstrate.

LIVE POWER TAKE-OFF

New PTO clutch on big 2-plow "SC" and 3-plow "DC" Case Tractors works from live-power shaft—Independent of traction clutch and gears. Keeps PTO machines going steadily—starting, stopping, or moving.

LIVE HYDRAULIC CONTROL

Pump runs whenever engine runs. Always ready to lift fast, lower gently, or to adjust implements. Works with built-in cylinder for Eagle Hitch Implements, portable cylinder for trailing machines.

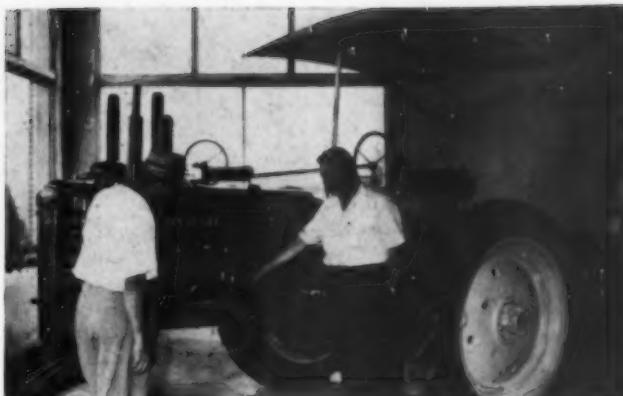
SELF-ENERGIZING DOUBLE-DISK BRAKES

Eight braking surfaces give long life and great holding power, both forward and reverse. Light pedal pressure makes easy stopping and steering. Sealed against dust. Single, self-locking adjustment.

Yes, Case does it again. In 1923 it was the prairie-type combine . . . in 1929 the light-weight, long-lived Model "L" Tractor . . . in 1940 the slicer-balier that changed the haying habits of a nation. Today it's one-minute hook-up from tractor seat, plus live-power operation of both PTO and hydraulic control. It's larger mounted implements to use the eager power of big 2-plow and 3-plow tractors—a line of implements including new Break-Away Contour plows that "let go" on striking hidden stumps or stones, cut full-width furrows on winding curves, with floating action for easier, more uniform depth control. It includes also the new Utility Carrier for handy hauling without heavy lifting. Eagle Hitch Farming is another creation by Case to bring richer rewards for Case customers and Case dealers. J. I. Case Co., Racine, Wis.

Pat Coley, partner in the firm with L. A. Johnson, points out features of a tractor to a prospect. His willingness to trade has done much to build business for the company which makes a profit on the variety of items which are accepted in trade

By Richard Lane



Trading is a KEY TO SALES

HOW MUCH IS a good Jersey heifer, a bull calf, or a six-year-old mule worth as trade-in on a new tractor?

What would you give for a 1946 model Tudor Ford as part payment on a new combine?

You won't find the answers in your trade-in manual. Yet the answers may mean the difference between profit and loss. And since you have to trade with the farmer to stay in business, what's the solution?

Pat Coley of Coley-Johnston Implement Co. at Tupelo, Miss., doesn't claim to know all the answers, but he readily admits he knows some of them. He also admits he makes money on trade-ins

—something that many other dealers frankly wish they could say.

How does Coley do it? It's no

secret. It's a combination of applied salesmanship, an unusual business set-up, and willingness to trade—or gamble. Yet only six years ago Pat Coley was in the notions business and his partner, L. A. Johnston, was a grocer with no idea of entering the farm equipment field, while today they have one of the largest and best-known dealerships in Northeast Mississippi.

Perhaps some other dealers could



Farmers in Northeast Mississippi come from as far away as several counties for parts knowing this company has them in its \$50,000 parts inventory. Left: There's a ready market for tractors and machinery reconditioned by Coley-Johnston. Such equipment is backed by a guarantee, and doesn't stay on the lot long



Two of the company's five mechanics, left, work on a used tractor which is being reconditioned for re-sale. Company's guarantee helps in selling trade-ins at a more rapid rate

This reconditioned equipment is sold with the usual guarantee.

"We trade for other makes of tractors as well as those of our own line. We recondition them all.

"We consider ourselves unusually fortunate in our setup, because we are able to deal with the farmer who wants to trade a car or truck in on new equipment. Johnston and I are also partners in the C-M-J Motor Co., located directly

take a page or two from the Coley-Johnston book of success.

Let Coley explain his trading methods:

"I'm not afraid to risk taking a loss—or risk making a profit, either—on a trade," Coley declares. "And the same can be said for anyone else in our organization. Tie your salesmen's hands by making them afraid to trade, and you can lose a lot of business. Show confidence in them—just as you show confidence in your own ability to bargain with the farmer.

"If a salesman loses \$200 for us on a trade-in deal, there is no criticism. We figure we are always going to have a few sorry deals. But we also figure our other deals will more than make up for these losses.

"Where used equipment is taken in on new equipment, you can't always follow the trade-in manual, of course. We use a manual but principally as a guide. Every deal has to be considered on its own merits.

"For example, consider the trading for livestock on new equipment. Most dealers frankly don't want to trade for livestock. Many dealers simply won't trade for livestock. Yet we find it profitable. Here's why:

"Tupelo is the center of a rapidly developing dairying and livestock region. Farmers are getting away from cotton and are going more for livestock, pastures and grains. With emphasis on livestock, Tupelo has regular livestock auctions several times weekly during the season. Incidentally, such livestock sales are becoming more frequent in other sections of the state,



too, and farm equipment dealers certainly should take advantage of the opportunities they offer.

"Livestock we accept on trade-ins, we find a ready market for at the livestock auctions. When the farmer describes a cow or mule to us, we take his word with confidence. When it's time for an auction, we pick up the cow or mule we have traded for—it's no more trouble than picking up some equipment—and quickly convert it into cash at the sale. It doesn't take you long to become a fair judge of livestock when you are trading your own dollars. And we have found that few farmers will try to mislead a dealer.

"Of course, if the farmer wants to trade his old equipment, that's just fine with us. We pride ourselves on our excellent shop crew and on the fine, reconditioned tractors we sell. We have five A-1 mechanics who recondition traded equipment during slack periods.

across from our implement store on Highway 45. We put on the C-M-J Motor Co. used car lot the cars and trucks we accept as farm equipment trade-ins. While we have an interest in both firms, and therefore can eliminate some middle-man profit in reselling, it seems to me that other farm equipment dealers who don't have such a business connection could nevertheless work out a satisfactory and profitable arrangement of the sort with some used car dealer.

"Incidentally, we work closely with farmers on their livestock and dairying programs. Lee County has received wide recognition for its Rural Community Development Council work, which accents livestock raising, pastures and a better balanced farm economy.

"Farmers in our section are growing more corn, oats and soybeans and are putting in more pastures. With the increase in dairy-

(Continued on page 123)

Precision Testing

helps McCormick® Farmall® gears
harness maximum engine power to the drawbar

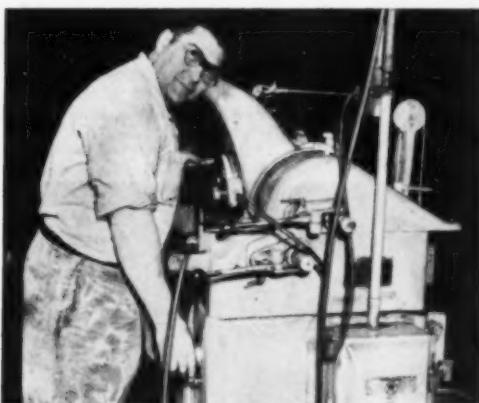
A report to you about men and machines that help maintain International Harvester leadership



Farmall gears must write their own record. When an IH expert runs a gear on this charting machine, the marks recorded on a paper tape tell him whether or not the gear meets *high* IH standards. Lines that wiggle in a certain way also warn him of tooth jump, out-of-round, and other causes of noise and excessive wear. Scientific spot checks like this help to assure quality gears that mean longer life for McCormick Farmall tractors.



Heading off gear "toothaches" is the job of this IH expert. He is using a gear tester to make sure spur gear teeth are parallel with the gear bore. If any of the teeth on meshing gears are crooked, the whole power load is pin-pointed on this area. This can cause tooth breakage. The dial indicator on this tester, which is sensitive to the ten-thousandth of an inch, points out even slightly misshapen teeth.



Gears cry, if they have troubles, to this IH technician. When he runs a gear on his tester, the sound tells him whether gear tooth form, finish, and concentricity measure up to IH standards. Poor finish, for instance, will make the gear "talk" at idle speeds. Imperfect tooth form causes noise when brake pressure is applied to simulate actual power loads on the gear. Every constant-mesh tractor gear must pass this sound test.



Farmall gear trains can't leak power. Here on the assembly line, transmission and differential gears are instrument-adjusted to the rugged main frame. This precision-bored casting maintains carefully set gear alignments under the heaviest loads. Friction that would steal power and shorten gear life is prevented by extra care in manufacture. As a result, the gears harness maximum engine power to Farmall tractor drawbars.



INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use — McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units . . . Refrigerators and Freezers — General Office, Chicago 1, Illinois



Before prices are discussed with a customer, the operation of equipment and its accessories is carefully explained

TO MAINTAIN a high level business volume all year long, James Briggs, owner of Nome Implement and Supply Co., Nome, Texas, has in operation a three-point sales campaign that is winning a larger share of the farmer's dollar.

Briggs has found it highly profitable to supplement his line of farm equipment with a broad stock of hardware having a special appeal to farmers. In addition, special attention is given to the merchandising of parts, and in field contacts made by the firm's outside salesmen, farmers continually are impressed with the value of preventive maintenance.

The company's drive to maintain volume during the slack months of the year was initiated partially because of the nature of farming in the Nome area. In the Nome territory farming operations are devoted almost exclusively to the growing of rice. Consequently, the company began seeking means of maintaining volume during the six months of the year that farmers are not buying new machinery or servicing their rice farming equipment.

A complete line of hardware having special appeal to farmers is carried by the company. The attractive hardware section, right, has encouraged farmers to bring their wives to the store.

"Farmers in this area buy freely during the planting and harvesting of their rice crops. But we found it necessary to work out a sales program that would keep our mechanics busy and our cash register ringing when the rice season is over and farmers have stored their equipment away for another year," Briggs said.

A line of hardware, selected for its appeal to farmers, has been effective in maintaining volume during the idle winter season. In addition to the usual shelf merchandise, the company handles refrigerators, television sets and electric

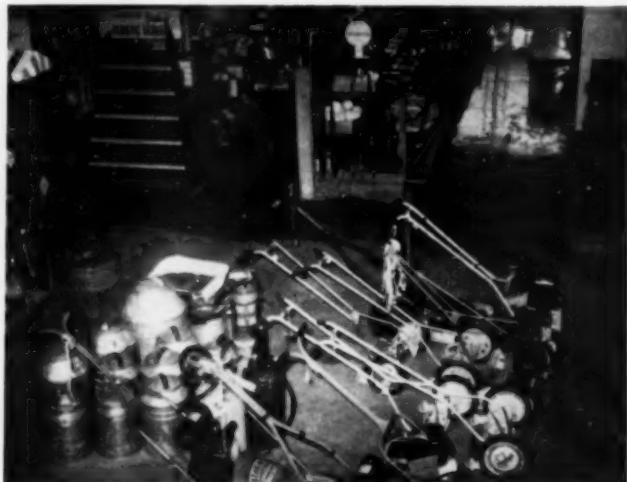
WINNING

... of the

stoves—all profitable lines.

"We find that most farmers like to do business with the firm that sells and services their farm equipment," said Briggs. "They kept asking us for items such as flashlights, pliers, garden hose, rope, etc., until we decided to stock a small number of items mainly to accommodate our customers. We found that the more we stocked the more we sold. Consequently, we now stock a complete line of hardware for farmers. Our farm customers bring their wives with them when stopping at the store, further boosting our volume."

The parts department is not overlooked. At least three or four parts for each item of machinery is stocked at all times. Before a new piece of machinery is placed on the sales floor, the manufacturer has been asked to supply three of every part that might be required in future servicing. It is company policy never to make a sale until there is a stock of parts on hand



A LARGER SHARE

farmer's dollar

for the particular item of equipment.

"We have one of the largest inventories of parts in southwest Texas for our line of tractors," Briggs said. "Our reputation of carrying a really complete line of parts has spread all over the state, and we receive daily mail orders for parts that other dealers don't have in stock. We have received orders from farmers as far as 1,000 miles away—many of whom have never done business with us before. Many farmers move to adjoining states and continue to order their parts from us because they can depend on our company to have any part that needs to be replaced.

"Our two parts salesmen are thoroughly familiar with the operation of machinery we sell and can find at once the item the farmer needs. They can also make suggestions for buying other parts, and customers regard this as a definite added service, one that has been effective in moving parts at a faster rate."

The company has been highly successful in its efforts to keep mechanics busy during the entire year. First, farmers are sold on the idea of getting repair work completed on their equipment during the idle season. Second, the value of preventive maintenance is stressed constantly to customers. This has assured the company of a more even distribution of repair work throughout the year. Third, customers are invited to bring in



James Briggs, left, checks parts inventory with parts manager

their trucks for needed repair work. Company mechanics have
(Continued on page 123)



Company's outside display area, above, has ample room for display of a large amount of equipment. Company has found that such displays have been effective in attracting farmers as they pass the store. Left, Briggs and his parts manager discuss with a prospect the efficiency of a tractor's engine. Briggs believes that letting a customer hear an engine operate is often more productive than sales talk.

Equipment brought into the shop is checked thoroughly for needed repairs other than those suggested by the customer. Here, Gerald Waugh, shop foreman, right, explains to a farmer some additional repairs that are needed. Alertness on the part of company mechanics helps increase shop volume



Canvassing is the key to

Developing Shop Volume

TO INCREASE repair shop volume there is no substitute for the constant canvassing of the trade territory. In other words, beat the bushes!

By such constant contact with its customers, Fearnaw and Cline, farm equipment dealer in Hagerstown, Maryland, maintains a high level volume of repair business. Two "specials" offered annually, one on the repair of milking equipment, the other on major equipment, help considerably in keeping the shop filled with repair work. But the owners of this business are quick to point out that it is the personal contact which

salesmen and mechanics have with customers that really brings in the business.

"We know all of our customers, know the equipment they have, how long they have had each item, and its operating condition," said Lloyd Fearnaw, a co-partner in the business. "As our salesmen go out into the field to sell new equipment and to observe old units, one of their most important jobs is to point out needed repairs. Once equipment is brought in to the shop, our shop foreman and mechanics inspect it thoroughly and recommend what repairs are needed in addition to what the customer requests. This not only has boosted repair volume, but has increased parts sales as well."

In February, a four-day special is offered on reconditioning of equipment. Outside salesmen promote the special offer for several

weeks before the event takes place. Direct mail advertising is sent out to 200 customers announcing the special and the date it is to go into effect. An advertisement is run in the local newspaper for a week before the event.

While the reconditioning of equipment is heaviest during December, January, and February, the special serves as a last call, reminding farmers to have their equipment put in top shape before the beginning of seasonal use.

For one day, every spring, the company puts on a "milker special" in which required repair work is done free of charge. Mechanics adjust pulsators, solder handles, straighten dents, replace rubber hoses, repair defective pumps and accomplish other repairs shown to be necessary by a thorough inspection of the equipment. The customer is charged only for new parts used. The company estimates that 80 percent of its customers within a 35-mile radius respond to this special offer.

The sales of parts as a result of the special more than makes up for the free service given. Where the mechanics find that equipment is defective because of improper operation, the customer is given a complete demonstration of the proper operation of the equipment.

"This is a special that most of our customers do not want to miss," said Gerald Waugh, shop foreman. (Continued on page 122)



Two "specials" offered annually have resulted in boosting sales of parts. Response to these specials has been large, and sales of parts more than make up for the free service given to customers

Pardon Our Popping Buttons



The
JOHN DEERE
TRACTORS



IT'S like a chain reaction—this pride in the new John Deere Models "50" and "60" Tractors.

From the time they first appeared as a few light lines on the drawing boards of the engineers, throughout the time that they took finished form under the skilled hands of John Deere workers, to the moment they were unveiled for the farmer to see in the dealer's store, these new John Deere Tractors have been the pride of everyone who has had anything to do with them—continuing a heritage left them by their predecessors, the famous John Deere Models "A" and "B."

And so—if a few buttons pop—pardon it, please. It's all because of an ancient John Deere tradition—of producing farm equipment that the designer is proud to have designed, the machinist is proud to have built, the dealer is proud to sell, and the farmer is proud to own.

JOHN DEERE • MOLINE, ILL



This advertisement, now appearing in major farm publications, marks a new phase in Ferguson's dynamic selling program...an even greater opportunity for the Ferguson Dealer. For franchise facts, write Harry Ferguson, Inc., Detroit 32, Mich.

Now...only the
FAR MORE POWERFUL
FERGUSON "30"
can have the famous
FERGUSON SYSTEM
with

Exclusive
The logo consists of the letters 'SSC' in a large, bold, sans-serif font. An asterisk (*) is positioned above the letter 'C'. Below 'SSC' is the text 'SUCTION-SIDE CONTROL' in a smaller, all-caps sans-serif font.
SSC
SUCTION-SIDE CONTROL

BIGGER

- ★ in power
- ★ in performance
- ★ in economy



* As a result of the consent judgment in the recent settlement of the Ferguson vs. Ford lawsuit, Ferguson, and only Ferguson, can now have the famous Ferguson System. If you want the *advantages* of the Ferguson System, the Ferguson "30" is the only tractor that can give them to you.

Remember this . . . the Ferguson System is far more than 3-point linkage. True, this linkage is a part of the Ferguson System that can be seen. But, the

Ferguson System control center is *inside* the tractor, the very heart of the machine.

There are other tractors on the market that are and will be similar in *outward* appearance to the Ferguson. *Don't be fooled by these outward appearances!* A vital and exclusive feature of the Ferguson System—the hydraulic pump with *Suction Side Control*—is buried deep within the tractor.

Your Ferguson Dealer will arrange a "Showdown" demonstration of the new and far more powerful Ferguson "30" on your farm. He will gladly prove to you the advantages of the Ferguson System with *exclusive Suction Side Control*.

The one and only, complete **FERGUSON SYSTEM** gives you these 5 important features:

1. Penetration without excess built-in weight
2. Traction without excess built-in weight
3. Finger tip and automatic draft control
4. Tractor's front end stays down
5. Automatic protection against hidden underground obstructions

This Booklet Tells the Story

Important facts about the Ferguson System and *Suction Side Control* are clearly and simply explained in this new booklet. Ask your Ferguson Dealer for a copy of "The Inside Story of the Ferguson System with Exclusive Suction Side Control".
Harry Ferguson, Inc., Detroit 32, Mich.



Copyright 1960 by Harry Ferguson, Inc., Detroit 32, Mich.

FERGUSON TRACTOR

and 63 Ferguson System Implements

Buyers of used equipment are urged to try out the equipment on their farms before making a final decision. Here, Guenther gives a farmer some final instructions. Company sells a majority of its used equipment just as it is received. According to Guenther, the company shows a greater net profit on used equipment as a result of this policy



Their On-the-Farm Trial Runs

Boost Used Tractor Sales



Guenther and customer work out a mutually satisfactory price on a used tractor. He gives buyers a 30-day guarantee on used tractors sold "as is."

HERE PROBABLY is no pat formula for selling used tractors, but Hanno Guenther, farm equipment dealer in New Braunfels, Texas, has found that sales come easier when the prospect is persuaded to try out a used unit on his own farm for a few days before making a decision. This eliminates much of the risk for the farmer—and at no obligation.

This reassurance to the farmer is particularly important, since Guenther does not think it good business to invest heavily in reconditioning trade-ins. Still, no farmer likes to buy a "cat-in-the-

bag," as Guenther expresses it, and a free trial, without obligation, is the best means to assure a farmer that the used equipment is a reasonable buy.

"We sell the majority of our trade-ins just as we receive them," said Guenther. "That is, we only recondition late model tractors of our own line. We have learned the hard way that we can move our used equipment faster and show a greater net profit when sold "as is."

A prospect for used equipment is urged to take the tractor of his choice and try it out on his farm before he decides to buy. And, when necessary, Guenther will deliver the tractor for a trial demonstration.

"There are several reasons for this policy," Guenther explained. "We do not know the exact condition of the tractor, and we are not going to misrepresent equipment knowingly in order to sell it. Neither do we want to sell a tractor 'as is' and be forced to take it back, or refund the purchase price. We have to live with our used buyers.

"A trial demonstration removes all doubt from the buyer's mind that we are trying to sell him a cat-in-the-bag. When the prospect is persuaded to take a tractor to his farm for trial use before com-

mitting himself he is removed from the scene. That is, he will not be shopping other dealers' lots before deciding where and what is his best buy."

Outward appearance often is a good indication of the tractor's condition. Also, Guenther can judge a tractor with much accuracy by its former owner. Consequently, when he calls upon the prospect following the free trial Guenther knows generally when a farmer's objections to a machine actually are based on faulty operation or whether the farmer simply is not interested in the unit. If the latter is true, Guenther then attempts to interest the reluctant customer in a new proposition.

"The majority of these deals are closed without much trouble," said Guenther. "The prospects have tried out the tractor, and, if they have found some minor defect, they have repaired it themselves. Once they have the tractor on their farm they treat it as if it were their own, and this means that the equipment receives a fair trial."

Closing the deal centers around arriving at a price satisfactory to both the seller and the buyer. Guenther knows that he will eventually accept less than the asking price, so the asking price is set accordingly.

(Continued on page 122)

ELECTRIC

THE WAGON for 1952

★ In 1952 we offer advanced designing for longer wagon life, more convenience, heavier pay loads — plus famous ELECTRIC dependability and value... the finest line of wagons in all ELECTRIC'S 52 years.

Note their selling features.



MODEL 650

Greater capacity and greater strength make ELECTRIC wagons the leaders in their field. Designed for use with either standard bolsters or spring bolsters as illustrated below. The bolsters are sturdy built of heavy formed steel with stakes adjustable for a 38" or 42" box.



A COMPLETE LINE

ELECTRIC offers a complete line of wagons to meet every farm need. Both auto steer and fifth wheel models are available, with carrying capacities from 6,000 to 10,000 pounds, and reaches adjustable from 7 to 12 feet.



WRITE FOR THE NAME OF
YOUR NEAREST DISTRIBUTOR
ELECTRIC WHEEL CO
2805 CEDAR STREET
QUINCY, ILLINOIS, U. S. A.

GALVANIZED STEEL WAGON BOX

The new ELECTRIC Model 727 flare type wagon box has all of these selling and service features: heavy gauge galvanized steel body resists rust, acid, and wear; one-piece formed sides with a substantial lap underneath the floor give added support; sliding type endgate, which can be locked in either open or closed position, is easily operated by one-piece lift bar; extra heavy tongue and grooved floor (of specially treated lumber to prevent decay) is sturdy and GRAIN TIGHT; lower and wider body can be used with mechanical corn pickers, combines, etc.; larger capacity and high quality at low cost.





New branch facilities of the J. I. Case Co. in Chamblee, Ga., near Atlanta, provide 80,000 square feet of floor space. The company's Atlanta branch manager is L. S. Devoe

J. I. Case Co. Occupies New Branch in Atlanta

EXTENSIVE NEW office and distribution facilities for the Atlanta, Ga., branch of the J. I. Case Co., Racine, Wisconsin, were formally opened June 27. More than 500 persons including dealers, business leaders and company executives visited the new building which is located at 4624 Peachtree Industrial Blvd., in Chamblee, Ga. The new Case facilities join those of a number of other farm equipment manufacturers who have established modern branch offices in this area.

In Atlanta for the opening, Theodore Johnson, president of the company, stated that "for many years the Southeast has been a growing market, and I look for a continued long-range expansion of that market."

The new building, he said, is evidence of Case's faith in this region.

Other Case executives in Atlanta for the formal opening included C. G. Pearse and H. G. Barr, vice presidents; F. H. Hobbs, division sales manager, and H. G. Conwell of the service and education department.

L. S. Devoe, manager of the Case branch in Atlanta for the past 12 years will continue in that capacity assisted by H. C. Kendrick and T. E. Moss.

The new building, of modern one-story brick and steel construction, occupies a six acre site which provides adequate space for current operations and room for future expansion. With 80,000 square feet of floor space the new branch

provides ample space for the storage and display of complete machines, a large parts department, general and private offices, meeting room and utility room. There are ample provisions for parking and also for easy and convenient loading and unloading of freight cars on a spur of the Southern Railway.

J. I. Case has maintained an Atlanta branch for nearly half a century. For the past 35 years the branch was located at 523 Stewart Ave., S. W.

The area served by the Atlanta branch includes Georgia, Florida, Alabama, South Carolina and parts of North Carolina and Tennessee.

Donagher Promoted to New Post at Oliver . . .

HOMER F. DONAGHER, vice president in charge of export of The Oliver Corp. since January, 1951, has been appointed president and general sales manager of the company, according to A. King McCord, president. Mr. Donagher succeeds Merle S. Tucker, who, at his own request, has been relieved for special assignment.

Mr. Donagher joined Oliver at South Bend in 1925, after graduating from Purdue University. After gaining plant experience, he became active in the export division and was transferred threerather to

South America, where he directed sales and service of Oliver products until 1945, when he was recalled to the general office in Chicago. As assistant and later export manager, he traveled widely in Europe, Africa, Asia, Australia and the Americas.

In 1951 he was elected vice president of the company and has tak-



Homer F. Donagher

en an increasingly active role in the general management of the company while continuing to broaden its participation in world markets.

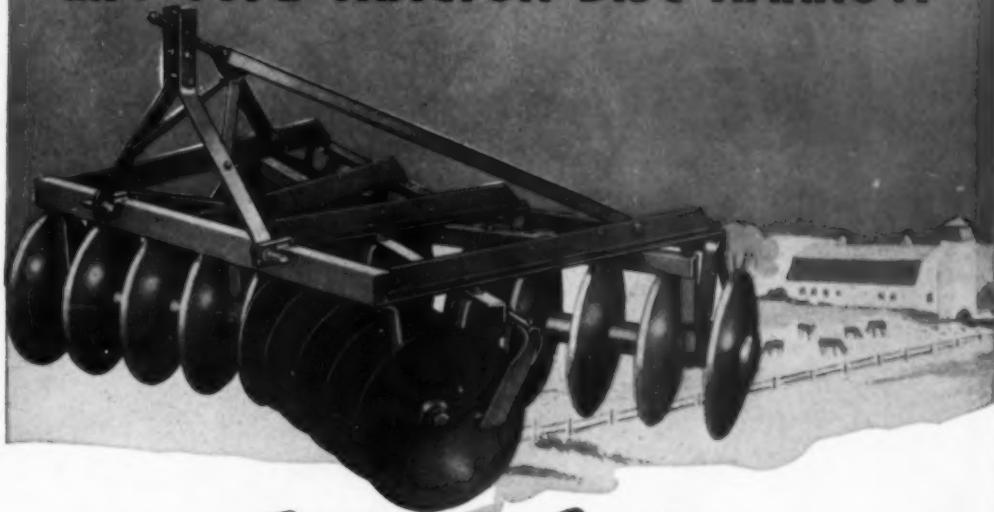
Warren G. Martin Heads South Carolina Firm . . .

WARREN G. MARTIN, well-known in the farm equipment trade in South Carolina and Georgia, is now sole owner of Carolina Pump & Sprayer, Inc., Spartanburg, S. C.

According to the announcement, the company is distributor of the F. E. Myers & Bros. line of pumps and sprayers in the 17 northwest counties of South Carolina.

3 POINT HITCH

LIFT TYPE TRACTOR DISC HARROW



Exclusive Features

- ★ Designed to operate with Ford and Ferguson tractors or with any other 3 point hitch tractors.
- ★ Attaches to this type tractor in less than a minute.
- ★ Balanced design . . . sound engineering . . . quality workmanship . . . rugged construction.
- ★ Easy to transport—easy to store.
- ★ Lifts and lowers easily and quickly. Gives constant control of cutting.
- ★ Disc harrow has heavy double thrust bearings . . . non-clogging scrapers and standards.
- ★ Assures rapid, economical job of discing.
- ★ Acknowledged the most modern disc harrow for 3 point hitch.

Dealers! A proven line of farm implements such as Roderick Lean, Vulcan and Harvey is your assurance of dependable performance and top quality. There are a few select territories now open for dealerships. Write Farm Tools, Inc. for name and address of nearest Farm Tools, Inc. Farm Implement and Harvey Line distributor.

FARM TOOLS, INC.

Quality Farm Implements since 1862

OTHER PROFITABLE AND POPULAR RODERICK LEAN, VULCAN AND HARVEY IMPLEMENTS

- Mobil-Disc — Wheel Type Tandem Disc Harrow
- Diskwik — Tandem Tractor Disc Harrow
- NFT Series — Horse Drawn Disc Harrow
- Mordisk — Tandem Tractor Disc Harrow
- Hammer Mill
- Diskman—Wide Tractor Single Disc Harrow
- Speedisk — Tandem Tractor Disc Harrow
- Lift Type Spring Tooth Harrow and Rotary Hoe
- Farm Elevator
- Corn Sheller

NEW IDEA



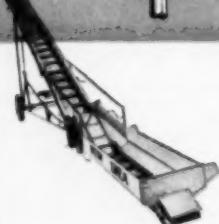
FIRST PLACE
WINNER-

*In 1951 the New Idea
one-row picker won all
accredited State and
National Corn Picking
Contests*

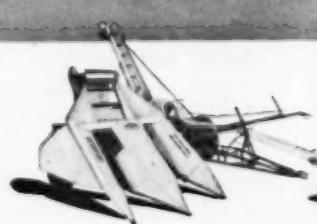


A Corn Tool Line with Exceptional Sales appeal

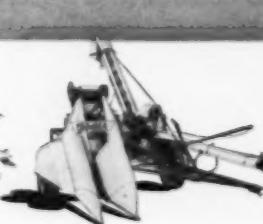
There is a New Idea for every corn harvesting job. Pickers get all the corn out of the field, load it into New Idea wagons that take it to New Idea Elevators for cribbing and storage.



Portable Elevator



Two-Row Picker



One-Row Picker



Wagon and Wagon Box

PICKERS

get MORE CORN out of the field

Show your customers WHY—

... and you'll keep getting more and more of the corn picker dollars in your territory. New Idea one and two row corn pickers have the best sales potential of any farm tool right now. We are trying hard to get you all of them you need.



NEW IDEA

FARM EQUIPMENT COMPANY

IVCO
SUBSIDIARY MANUFACTURING CORPORATION
COLDWATER, OHIO

Oliver Announces New Staff Promotions . . .

THE APPOINTMENT of D. W. Koegle, formerly a member of the staff of the vice president in charge of distribution, to the position of assistant to the general sales manager heads a list of important promotions which have been announced by Merle S. Tucker, vice president in charge of distribution of The Oliver Corporation. Mr. Koegle succeeds S. T. Barker, who has retired after more than 40 years with Oliver

and its predecessor, Nichols & Shepard Company of Battle Creek, Michigan.

At the same time, R. D. Merrill, Jr., who has been assistant manager of the Dallas Branch, was named manager of the service parts division. Mr. Merrill succeeds George X. Beaudway, who retired from this position after 46 years of active service, which began with his employment as a foundry timekeeper at the Oliver Chilled Plow Works in 1906.

O. Glenn Satterlee, former credit manager, was advanced to



Merrill

Koegle

assistant branch manager at Dallas to succeed Mr. Merrill. Mr. Satterlee has been associated with Oliver for 22 years.

Mr. Tucker also announced a re-assignment of responsibility in the promotion of Albert B. Roberts, sales manager of the Oliver St. Louis Branch, to assistant manager of the company's operations in Memphis, which are headed by George Umland. He succeeds Richard S. Shamel, who has been given the assignment of industrial district manager in Kansas City.

Mr. Koegle first joined Oliver at the Harrisburg Branch and became office manager after his graduation from Ohio State University in 1937. He was transferred to the general offices of the company in Chicago in 1947. He will be in charge of the administration of the company's sales policies.

Mr. Merrill first served Oliver as a territory manager in the Dallas Branch in 1945 after completing four years of service in the Army Air Corps. He will be responsible for maintenance of adequate parts inventories available to dealers from plants and branches.

Cobey Farm Wagons

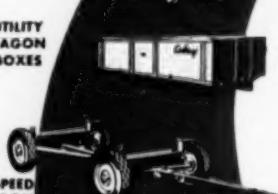
The Only Complete Wagon Line

COBEY DEALERS PROFIT BY THIS ONE-SOURCE SUPPLY

HEAVY DUTY DUMP WAGON



UTILITY WAGON BOXES



HI-SPEED WAGON GEAR



SELF-UNLOADING WAGON

These features make more and easier sales:

- ① **TILTING WAGON** — Model 35. Two wheels, 7 ft. x 12 ft. platform, 3 tons maximum capacity. Easy to load and unload.
- ② **HEAVY-DUTY DUMP WAGON** — Model 31-A. Built-in hydraulic hoist operated from PTO. 150-bu. grain box, 7 ft. x 12 ft. platform, 6-wagons-in-1 convertibility.
- ③ **UTILITY WAGON BOXES** — 10 ft., 12 ft., 14 ft. Each 100-bu. capacity.
- ④ **HI-SPEED WAGON GEAR** — Model 11-A. Adjustable in length and width for use with any wagon box.
- ⑤ **SELF-UNLOADING WAGON** — With side extensions and bow top for handling chopped forage. PTO-operated 3-chain conveyor.
- ⑥ **HI-SPEED WAGONS** — Model 21-A. Quickly changed from flat platform to 100-bu. Grain Box, Hay Rack, Stake Rack, or Stock Rack; 3-ton cap., 7 ft. x 14 ft. platform.

Model 21-B, same as 21-A except platform is 8 ft. x 16 ft.

Engineered and Manufactured by
THE COBEY CORPORATION
GALION, OHIO



COBEY FARM EQUIPMENT FOR HAULING, TILLING AND HARVESTING

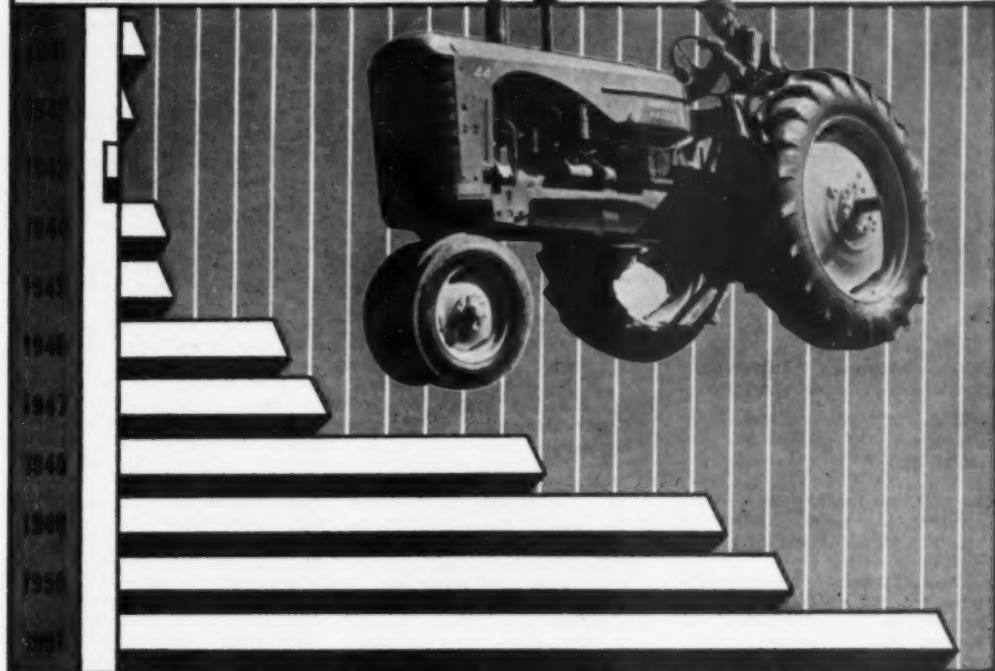
Myers Issues New Power Sprayer Catalog

A NEW POWER sprayer catalogue for consumers, just released by The F. E. Myers & Bro. Co., Ashland, Ohio, serves as a convenient buying guide for farmers, orchardists, park maintenance men, home, etc.

The three-color, 20-page booklet illustrates and lists Myers' complete line of power sprayers and accessories, and gives the major information needed by the buyer in selecting a power sprayer for his particular need. Featured in the booklet are the one-man operated Myers Concentrate Sprayers.

This free Myers power sprayer catalogue (PSC52) is available from The F. E. Myers & Bro. Co., 15 So. Orange St., Ashland, Ohio.

% INCREASE 100 200 300 400 500 600 700 800 900 1000 1100 1200 1300 1400 1500 1600 1700 1800 1900 2000 2100 2200



There's more opportunity with a company that GROWS and GROWS and GROWS

HERE'S graphic proof of Massey-Harris' growth and expansion. It's a success story few, if any, can match in the implement industry . . . built on a solid foundation of aggressive planning and forward thinking.

But it isn't a story of Massey-Harris alone. It's actually the combined story of progressive Massey-Harris dealers. As Massey-Harris products grew in farmer acceptance, dealers prospered as well . . . they profited more, built secure futures around America's fastest-growing full-line implement company.

Many of these dealers started with limited capital just a few years ago. Today they are moving a volume that makes other merchants in their communities really sit up and take notice.

It's the result of a "look-ahead" policy . . . of on-the-farm research that develops practical machines farmers need and want . . . of engineering design that builds longer life into all machines.

Not long ago many of these machines were considered revolutionary — as the Self-Propelled Combine — but are now considered a necessity to profitable farming.

This may be your opportunity to increase your sales volume and help your business grow. There may be an opening in your trade area for a Massey-Harris dealership now. Write to the Massey-Harris branch nearest you for complete information.

The MASSEY-HARRIS COMPANY
Quality Avenue • Racine, Wisconsin

BRANCHES AT

Atlanta, Ga.; Batavia, N. Y.; Columbus, Ohio; Dallas, Texas; Denver, Colo.; Des Moines, Iowa; Fargo, N. D.; Kansas City, Kan.; Memphis, Tenn.; Minneapolis, Minn.; Omaha, Neb.; Portland, Ore.; Racine, Wis.; Spokane, Calif.; Sub-branches: End, Ohio; Grand Forks, N. D.; Harrisburg, Pa.; Los Angeles, Calif.; St. Louis, Mo.; Wichita, Kan.

*Make it a
Massey-Harris*

America's fastest-
growing full-line
implement Company



Stevenson



Mussell



Scholl

Allis-Chalmers Announces Executive Appointments .

R. S. STEVENSON has been elected executive vice president of the Allis-Chalmers Manufacturing Co., according to W. A. Roberts, president. Before being elected to this company-wide post, Mr. Stevenson was vice president in charge of the Tractor Division.

Willis G. Scholl, formerly vice president and general sales manager of the Tractor Division, will succeed Mr. Stevenson, while named to succeed Mr. Scholl as vice president and general sales manager was Frank Mussell, eastern territory manager of the Tractor Division.

Mr. Stevenson has been associated with the Allis-Chalmers Tractor Division since 1933, when he joined the Kansas City branch as a salesman. Two years later he became assistant manager of the company's O m a h a , Nebraska branch, and in 1936 was named assistant manager of the division's northwest territory. In 1941, he was appointed southwest territory manager, which position he held until he was named assistant general sales manager in 1948. In 1950, he was named general sales manager of the Tractor Division, and in 1951 vice president in charge of the Tractor Division.

Mr. Scholl joined Allis-Chalmers in 1936 as a salesman for the Tractor Division's branch at Columbus, Ohio. In 1941 he was named assistant branch manager of the Toledo branch house, and in 1943 was appointed manager. In 1947, he became manager of the eastern territory, a position he held until his appointment early in 1951 to general sales manager of the Tractor Division. He was named vice president and general

sales manager of the division in 1951.

Mr. Mussell, who recently served in Washington, D. C., as director of the national production authority's agricultural machinery and implements division, joined Allis-Chalmers in 1936 as a blockman in the Des Moines branch of the Tractor Division. In 1937 he became agricultural sales manager of the Des Moines branch, and in 1941 was named manager of the Mason City, Iowa branch. He was appointed eastern territory manager in 1942.

Haugen Named Director of Oliver Corp.

BERNHART HAUGEN, vice president and treasurer of the Oliver Corporation since 1944, was elected a director of the company at the regular board meeting in Chicago, June 24.

Mr. Haugen joined Oliver as as-

sistant controller in 1929, after five years service with Ernst and Ernst, became controller of the corporation in 1931, and was elected controller and treasurer in 1941.

M-M Starts Production of New LD Uni-Picker Sheller

PRODUCTION OF the new model LD Uni-Picker Sheller units will begin in July, according to Minneapolis-Moline Co., Minneapolis 1, Minn.

The unit shells corn as it picks and works efficiently in corn having up to 25% moisture content. The 2-row Uni-Picker Sheller saves corn by getting into the field before the corn is downed by wind or stalk damaging effect of the corn borer. Field tests show minimum corn loss because of the Uni-Picker Sheller's ability to operate in moist corn. High shelling capacity also permits a slower cylinder speed to eliminate excessive bruising or cracking of corn.

Economy features are the handling ease and maneuverability afforded by self-propelled operation, reduction of handling costs that result from combined picking and shelling operations, and low equipment cost made possible by the use of either the Uni-Picker Sheller or any of the attach on units for one propelling unit—the MM Uni-Tractor.

Flexibility features of the Uni-Tractor are a variable-speed drive that gives a variable ground speed range in any gear without changing the picking or shelling speeds, turning brakes, Uni-Matic hydraulic system, lighting and starting and convenient controls.





Going to the Fair?

Don't forget to display GOULDS' PUMPS—for maximum interest and profits. Ask us for proven, effective display suggestions for your booth . . .

Looking for a WINNING COMBINATION?

Here are two "sure-things" for more pump profits this year! The Goulds Balanced Flow tankless jet simply has no competition in the shallow-well field. And the new Goulds tank-mounted, deep-well unit is your best bet for depths just beyond shallow-well limits. It's a sales combination that nobody else can offer . . . backed by Goulds quality, Goulds dependability, and Goulds proven selling and promotion plans. Better be in on the payoff . . . see your Goulds distributor, or write:

GOULDS PUMPS INC. • Seneca Falls, New York



GOULDS

WATER SYSTEMS

Since 1848

FOR EVERY FARM AND HOME NEED



Taylor Introduces New "Pasture Dream Clipper"

TAYLOR MACHINE Works, Louisville, Mississippi, manufacturer of the "Pasture Dream," announces the introduction of a new tool for mowing pasture lands—the Model C-1 "Pasture Dream Clipper."

Among the leading features of this new rotary mower is the spring-loaded twin disc clutch, which is mounted on the main blade shaft. Purpose of this clutch is to prevent any shock impact on the power take-off and to eliminate the need of shear pins and field replacements. This feature is said to save the user considerable time and expense.

"Pasture Dream Clipper," which is adaptable to use with Ford, Ferguson and all 3-point type hydraulic systems, cuts a 5-foot swath with a single high tensile steel blade. Cutting heights can be adjusted to fit almost all field conditions (from 1½" to 12").

Extra ruggedness and durability

have been built into the C-1 "Pasture Dream Clipper," and, according to the manufacturer the machine is designed to withstand almost any use the farmer might find in land clearing. All bearings are either roller or ball bearings.

Complete information is available from Taylor Machine Works, Louisville, Mississippi.

New Manure Spreader For Dearborn Line . . .

FAST AND uniform manure spreading at low cost are claimed as features of the new Dearborn Manure Spreader, according to G. D. Andrews, vice president in charge of sales, Dearborn Motors Corp., Birmingham, Mich.

The new spreader is designed for the dairy man or stock feeder who must move manure quickly and economically. The all-steel box has a 50-bushel capacity, and is 8 x 3 feet in size. Overall weight of the

spreader, with tires, is 840 lbs.

The spreading mechanism consists of a 6-bar lower cylinder and a 3-bar upper cylinder used in conjunction with a hammermill-type widespread to cover a 6-foot strip of land with an even coating of finely shredded manure. The 8-cleaver shaped blades on the widespread are designed to eliminate vibration. The rate of spreading can be varied from 4 to 40 loads per acre at 5 different speeds.

The manure spreader is said to be ruggedly constructed: the welded box is made of specially treated steel; the spreader is well braced throughout; heavy main tongue members extend to the axle, minimizing wear and tear on the body.

The unit can be attached or detached easily from the Ford tractor, even with the Dearborn rear-mounted loader attached. An adjustable stand for the tongue is furnished as standard equipment.

◆

New Pump Catalog Offered by Deming

IDENTIFIED AS "Commercial Catalog No. C-52", a new catalog has been compiled by The Deming Company, Salem, Ohio, especially for use by dealers in Deming water systems and miscellaneous pumps and accessories.

The 88 pages contain details of pump construction, views of complete pumps and water systems, selection tables, tables of water requirements for domestic service and for public buildings, pipe friction tables, wiring diagrams and related data, and other useful information.

In the pages devoted to Deming water systems, the complete line of twelve different systems is covered in detail. Types and capacities are said to meet every possible requirement for shallow and deep well service.

Other pages are devoted to small side suction centrifugal pumps, "Motor-Mount" centrifugal pumps, condensation return units, cellar drainers, small sump pumps, portable self-priming centrifugal pumps, house force pumps, set-length pumps, double-acting force pumps, hydraulic pressure test pumps, hydraulic rams, pump cylinders and a variety of pump accessories.

"Commercial Catalog No. C-52" is available from Deming distributors or by writing to The Deming Company, Salem, Ohio.



Schulze and Bettinger Promoted by New Idea

Two PROMOTIONS from within company ranks were announced recently by William M. Werner, general manager of the New Idea Division of Avco Manufacturing Corp., Coldwater, Ohio.

Harvey Schulze, formerly service manager for the company, has been named a product manager. The new service manager is Paul Bettinger, who has acted as Mr. Schulze's assistant since 1949.

Both men are from Coldwater, Ohio. Mr. Schulze has been with



Bettinger

Schulze

New Idea since 1927, working in various production jobs and coordinating service and engineering department functions. He has been in service work since 1937.

Mr. Bettinger came up through the repair department and has been instrumental for some years in the preparation of operating manuals for the corn harvesting machines, haying equipment and manure handling tools manufactured by New Idea. He has also had much experience with service work in the field.

Burch Introduces New Wheel Type Disc Harrow

BURCH PLOW WORKS, Evansville, Ind., has introduced the True Blue version of a wheel-type disc harrow, called the E-Z-Go. According to A. V. Burch, Sr., president, "the E-Z-Go can be recommended and sold with absolute confidence anywhere in the world," and performs equally well in the Mississippi Delta, Corn Belt, the Wheat Belt or Texas Panhandle.

The unit is said to be the only harrow of its kind providing combination blade spacing of $7\frac{1}{2}$ or 10 inches; so that it can be used in light or tough soils, under all conditions.

Available cutting widths include 8 feet, 2 inches; 8 feet, 7 inches; 9 feet; 9 feet, 5 inches; 11 feet, 6 inches; 12 feet, 9 inches; and 13 feet, 2 inches.

Another exclusive feature is an adjustable hydraulic cylinder bracket for quick and easy hitching to tractor—a time and labor saver for the operator who has a high pressure hydraulic cylinder that cannot be compressed by hand, it was announced.

Other features include white iron bearings designed for heavy

duty; Burch tractor-speed design disc blades—round or cutout, or cutout blades on front gangs and round blades on rear gangs; reinforced welded steel frame for extra rigidity. Blade diameters of 16, 18, 20 or 22 inches represent the widest selection offered by any wheel type disc harrow, it is claimed.

The E-Z-Go will be on display at Burch dealers in August and will be demonstrated at State Fairs, it was announced by the manufacturer.

THE New HUMBOLDT HORIZONTAL CUTTER



Note the HUMBOLDT's rear castor wheel which keeps the cutter always level with the ground.

CUTS • MOWS • CLIPS • SHREDS • DISTRIBUTES

Here's the New HUMBOLDT Horizontal Cutter designed, farm tested and built by America's pioneer manufacturer of Power-Driven Stalk Cutting and Shredding equipment. The HUMBOLDT cuts, rips, shreds and scatters corn, maize, cotton, potato vines, weeds, brush, grain stubble, etc. with its high speed double-edged 60-inch blade. Exclusive height adjustment mechanism keeps cutter parallel with ground at all times. Blade cannot "dig in" . . . gives even, uniform cutting. Blade easily adjusted from ground to 12" height. Additional height obtained by simply raising the heavy duty gear box. Removable grates, safety clearance rail and 2 safety swinging deflectors give greater protection. Easy-operating screw lift, raises or lowers the cutter to desired height for stalk cutting, land clearing, pasture mowing or shredding cover crops. Standard 8" hydraulic cylinders may be used for completely automatic operation from tractor seat. The HUMBOLDT is tough, rugged, farm tested and guaranteed . . . a truly all-purpose cutting, mowing, and shredding machine.

HUMBOLDT HORIZONTAL CUTTER FEATURES:

- ALWAYS LEVEL CUTTING — 3 wheels and floating tongue prevent "digging in".
- EASY OPERATING SCREW LIFT—for desired cutting height. Also 0" to 12" blade cutting height
- VERSATILE—ideal for stalk cutting, pasture mowing, and shredding.
- SAFER, FASTER, BETTER CUTTING.
- GUARANTEED WORKMANSHIP AND MATERIALS

— Dealers —

Write today for FREE literature, price and name of your nearest HUMBOLDT jobber. The new HUMBOLDT CUTTER is a real profit maker. Some excellent territories available, so write NOW!

THE Silbaugh MFG. CO. HUMBOLDT, IOWA



New Sloped End Drills Developed by M-M . . .

A SLOPED END drill which can be used as a press drill to follow the ground contour in one to five unit hookups without interference from each other has been developed by the Minneapolis-Moline Co., Minneapolis 1, Minn.

This drill maintains its spacing of exactly seven inches between the last feed on one drill and the first feed on the next drill when hooked end-to-end to assure accurate row spacing.

Among the attachments of the drill, which is furnished either as a high wheel drill, low wheel pneumatic-tired drill, or press, are single discs, double discs, hoe or deep furrow openers.

The drill can be used with Uni-Matic hydraulic power lift, raising levers, agitators, fertilizer attachments, grass seeders, markers, footboards, regular or semi-pneumatic press wheels, and two-drill hitches. An auto-steer truck, which supports the drill in front, is offered as standard equipment for either single or multiple unit press drill operation. In operating press drills hooked end-to-end, trucks have proven very satisfactory, especially in hillside work, as they prevent the drills from sliding sideways, it was announced.

When the press drill is operated singly with the truck, a long drawbar is furnished, to keep the tractor wheels clear of the drill frame while turning. Bumper plates which bolt to the end frame angles are furnished for multiple drill hookups. These prevent the frames from hooking each other on turns.

*

Ferguson Announces New Two-Way Moldboard Plow

THE ADDITION OF a new single bottom, two-way moldboard plow

to the farm implement line of Harry Ferguson, Inc., of Detroit, has been announced.

The implement permits the farmer to plow on the contour, and to turn furrows uphill without extra trips back and forth across the plowing area. In eliminating dead furrows, the plow will operate efficiently at depths up to one foot. Each of the 18-inch plow bases is designed to achieve maximum efficiency in turning under

heavy trash or green manure crops. It is ideally adaptable for irrigated sections because it eliminates back furrows and dead furrows, leaving a level surface.

From the raised position to the plowing position, each base rotates only sixty degrees, minimizing shock. The entire implement is raised and lowered hydraulically, through Finger Tip Control, and the bases pivot automatically to change the direction of the furrow slice.

Construction of the husky tubular frame is said to assure extra strength and rigidity, and the careful distribution of weight to permit less side draft and sway.

All parts subject to wear are specially case hardened for long life, and the individual plow bases are individually adjustable for width and vertical land suction, it was announced. The rolling furrow wheel combats side draft and affords quicker penetration. Cutting width is adjustable from 18 to 16 inches with corresponding share widths available.

Farmers' Cash Receipts Show Gain Over '51 Level

FARMERS' CASH receipts from marketings in the first half of 1952 are tentatively estimated by the Department of Agriculture at 13.3 billion dollars, up four percent from the corresponding period last year.

Approximately seven percent more farm products were sold this year, but at prices averaging a little lower. On the other hand, prices paid by farmers for production items (including interest, taxes, and wage rates) averaged about four percent higher than in the first half of 1951. Because of higher production costs, farm operators' realized net income this year is not likely to show any increase over 1951, and may well be somewhat lower, according to the government agency.

Receipts from livestock and livestock products in the first six months totaled about 8.9 billion dollars, or three percent less than a year earlier. Receipts from meat animals were about 4.9 billion dollars, four percent less than last year because of lower average prices. Receipts from sheep and lamb were above last year, but

those from hogs and from cattle and calves were down. Receipts from poultry and eggs as a group were 1.6 billion dollars, down three percent, with declines in receipts from farm chickens and eggs more than offsetting increases for broilers and turkeys. Dairy receipts however, were slightly above last year because of higher prices for milk and totaled approximately 2.3 billion dollars.

Crop receipts in the first half of 1952 are estimated at 4.4 billion dollars. A larger volume of marketings accounted for most of the 22 percent increase over the first half of 1951, which was mainly concentrated in receipts from wheat, cotton, and potatoes.

Cash receipts in June are expected to total about 2.3 billion dollars, eight percent more than in May and nine percent above a year ago. Receipts from livestock and products are estimated at 1.5 billion dollars, slightly less than in May but slightly above last June. June crop receipts, estimated at 0.8 billion dollars, are up seasonally from May and approximately 30 percent above last June.

A-C Announces Plans for New Kansas City Branch

CONTRACTS HAVE been awarded by the Tractor Division of Allis-Chalmers Manufacturing Co. for construction of a new, modern, one-story fireproof building to house its Kansas City branch, now located at 1224 West 12th St.

The new branch will be located on 12 acres of land two miles south of Independence, Missouri, in a new industrial area. The building will be a brick and concrete structure with a machinery storage area of approximately 27,000 square feet. The parts department will utilize 23,000 square feet, and the office about 10,000 square feet. When in operation, the new branch will require a staff of 50 to 60 people and will serve 125 agricultural and industrial dealers in Kansas, Missouri and Arkansas.

Modern dock facilities will enable the branch to handle truck and rail shipments. The building has been designed for the most efficient use of palletized storage bins and fork truck operation to facilitate storage and expedite repair parts and machinery movement to the dealers for increased

customer service. Tracks from the G.M. & O. railroad will service the new branch.

Ariens Offers New Rotary Tiller . . .

THE ARIENS "Yardster," a new, low-cost rotary tiller, has been added to the rotary tillage equipment line manufactured by the Ariens Co., Brillion, Wis. A streamlined, compact multi-purpose tool, the unit was designed and priced for suburban and rural home-owners who would like to raise large garden crops for home freezing and canning.

The Briggs & Stratton powered Yardster prepares a level, aerated, moisture-holding seedbed, fills depressions and levels raised ground. It eliminates the work of handhoeing cultivation or pulling weeds by hand, improves crop production, and keeps the garden clean, it was announced.

The front-mounted tiller unit cultivates to within an inch of growing plants and mulches in weeds growing in the rows. Perfectly balanced, the Yardster turns



PIDE 12-INCH TILLAGE UP TO 7 INCHES DEEP

in a small area, and the exclusive Tip-Toe safety clutch permits stopping and starting without shutting off the engine and restarting it again, it was announced.

The unit also is designed for farm use in stirring poultry litter, cultivation jobs in orchards and vineyards, and mixing compost.

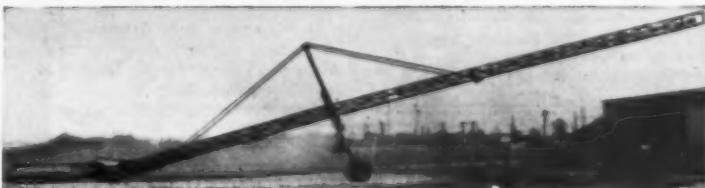
The Yardster is priced at \$147.50, fob factory. Rotary mower attachment is \$34.50, fob factory.

SO YOU NEED 'EM LONG TO FILL A 42-FOOT SILO?

66 Ft.—

8 Section

Mt Hawley



Here's the answer to an "all-purpose" elevator that has radically new performance on an old disagreeable job—silos filling. This 66 foot Mt. Hawley, that raises to full 45 degree angle, instantly won acclaim throughout America for grass silage and haying operations, because it does not separate the fines from coarse, and has such tremendous capacity. Bridge-like strength and unparalleled stiffness without dead weight—spot light the newer design advantages of the Mt. Hawley.

The 66 foot Mt. Hawley has an 11' Tilting Feeder to better "suit" new type self-unloading boxes. Employs new type "One Man" truck and derrick—with telescoping mast. It's the one machine that fits all Grain and Corn or Grassland Farming. Also available are new Mt. Hawley Trac-Wheel Reversible Speed Jack and Hydraulic Lift.

Write for literature on the new Mt. Hawley Model No. 66-B—the 1952 elevator that's setting the pace for new, distinctive and far-reaching customer satisfaction.

COMPARE THESE FEATURES

- ✓ Radically New, "One Man" Push-up Truck & Derrick
- ✓ Strongest, Stiffest Construction, Bar None
- ✓ Easy Flow, 11' Tilting Feeder, Completely Spring Loaded
- ✓ Fairair Bearings
- ✓ Double X Trusing Thru-Joints—Head to Boot.
- ✓ Perform Every Elevating and Conveying Job
- ✓ Designed and Built by Mt. Hawley—The Experienced Builders of Farm Elevators!



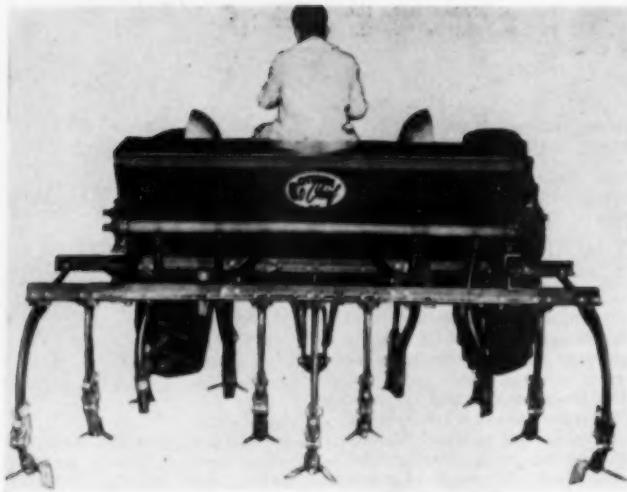
ROUND OR SQUARE BALES

17" Inside trough width combined with proper depth makes handling of round or square bales extra fast and easy. Change only 4 bolts to convert from grain to bales.



Mt. Hawley MFG. CO.

Mt. Hawley Airport Peoria 4, Illinois



Ottawa Chief Cultivator Mount Fertilizer Unit .

FIRST OF THE new Ottawa Chief complete fertilizer equipment line to be introduced is an attachment for Ford, Ferguson and Ford-Ferguson cultivators.

It is available in 200 lb. and 400 lb. hopper capacities which feed at various rates. Application rates are determined by a selection of changeable sprockets furnished with each model.

According to the manufacturer, this new cultivator model features the "Double Auger Action" feeding mechanism which is engineered into all Ottawa Chief fertilizer attachments and spreaders. It was formerly known under the name "Hoppers." The manufacturer points out that the double augers not only pulverize the fertilizer, but the bottom auger is designed to meter the flow of fertilizer exactly according to the application rate set. The accuracy of application is unaffected by tractor speed or terrain. The movement of fertilizer is positively controlled at all times. The speed of the feed auger and hence the application rate is determined by the size of the various interchangeable sprockets furnished.

The "Ottawa Chief" cultivator mount model for Ford, Ferguson and Ford-Ferguson also features a special clutch and telescoping drive shaft to provide full flexibility of the fertilizer equipment with the hydraulic hook-up of the cultivator.

Complete informational data is available direct from the factory. Address Ottawa Manufacturing Co. of Ottawa, Kansas.

Portable Auger Elevators Introduced by Fargo . . .

NOW COMING OFF the production line are the first two models in a line of portable auger elevators manufactured by the Fargo Farm Equipment Company, Inc., of Fargo, North Dakota, according to Sales Manager Roy Krajeck.

Called the Fargo "Big Five," the first model is available in lengths of 26', 31', and 36', with a capacity of up to 2,000 bushels per hour. The Fargo "Junior" is



available in lengths of 21' and 27' and has a capacity of 1500 bushels per hour.

One of the features of the Fargo line is the center-pivot engine mount. This synchronized pivot design gives positive adjustment with each changing position of the

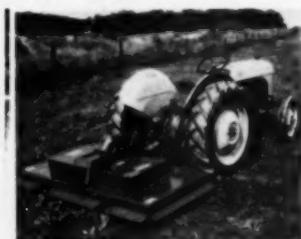
elevator, keeping the belt tension constant and the motor platform level at all times. Engine is never more than 42 inches from the ground.

Carriage and hoist are made of preformed 2" tubular steel, for longer life and heavier loads. Other features include precision balancing, extra-strength gears and bearings, safety winch and safety lock. The transmission drive shaft rolls on Timken bearings.

Rotary Cutter and Mower Introduced by Wood Bros.

TWO NEW MODELS of the Wood's rotary cutter and mower—Models 30M and 50M, cutting 60" and 80" swaths—are now available for use with Ford, Ferguson and similar hydraulic lift systems, according to Wood Brothers Mfg. Co., Oregon, Ill. Three other models include standard models on wheels which cut 60", 80" and 114" swaths.

As with other models, the new Wood's 30M and 50M are heavy-duty cutters designed for mowing pasture, stalk cutting, shredding cover crops and clearing land.



Rotary blades set at "guillotine" cutting angle mulch and shred as they cut, being adjustable from ground level to 14" cutting height.

The Wood's machine is easily connected to tractor's power take-off, transmitting power through a triple "B" V-belt drive. Of heavy-duty quality construction throughout, the cutter is equipped with 3/16" boiler plate completely surrounding the blades for maximum safety. Shear pins protect the machine from damage by boulders and stumps.

Cutting performance for the Wood's machine is claimed to level and shred weeds and sage brush thick as a man's wrist through undergrowth taller than the tractor.

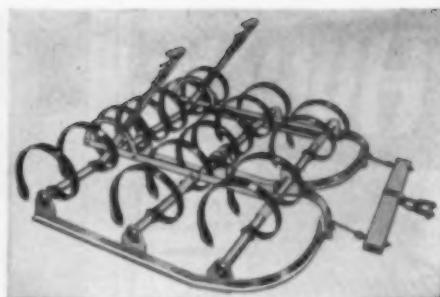
F. E. Myers Announces Organizational Changes

THE F. E. MYERS & BRO. CO., Ashland, Ohio, has announced that John C. Myers, president, has been elected to fill the newly-created position of chairman of the board of directors. Curtiss Ginn, Jr., former vice president and general manager, has been elected president of the company.

F. E. Myers, former vice president and office manager, has been elected first vice president and secretary. J. C. Myers, Jr., has been re-elected vice president in charge of industrial and public relations. C. D. Leiter, former domestic sales manager, was elected vice president and domestic sales manager. W. B. Kellogg, former foreign sales manager, has been named vice president and foreign sales manager. M. G. Moses was re-elected controller. D. J. Pike, former assistant treasurer, was elected treasurer. A. E. Johnson has been re-elected assistant secretary, and E. M. Myers, former assistant export manager, has been elected assistant to the president.

It was announced also that J. C. Myers, Jr., and M. G. Moses were elected to fill vacancies in

The new spring tooth harrow recently introduced by Cobey Corp. is being made in 1, 2, 3 and 4 section sizes, with 8, 16, 24 and 32 teeth. Cultivation width is three feet for one section to 11 feet for four sections. Convenient throw levers are provided on front and back of unit



the board of directors created by the retirements of F. B. Kellogg and J. C. Frentz. Members re-elected to the board are: J. C. Myers, now chairman, Curtiss Ginn, Jr., F. E. Myers II, C. D. Leiter, W. B. Kellogg, T. W. Miller, Jr., and George P. Gongwer.

Cobey Introduces New Spring Tooth Harrow

THE COBEY CORPORATION, Galion, Ohio, announces production of a new spring tooth harrow.

Features claimed for the new unit, known as the Cobey All-Steel

Flexi Spring Tooth Harrow, include heavy T-section construction with hardened steel runners and heat-treated spring teeth clamped firmly to pipe bars—there are no holes through the tooth blades. Adjustments are easily made for taking up wear. Convenient throw levers are provided on front and back, with ample lever positions for making fine depth or pressure adjustments.

The new unit is being made in 1, 2, 3 and 4 section sizes with 8, 16, 24 and 32 teeth. Cultivation width range is 3 feet for one section to 11 feet for four sections.

COMPLETE LINE . . . BIG MARKET

**EXACT POWER
CUSTOMERS
WANT!**

PLOW • HARROW
SEED • CULTIVATE
• DISC



1½ • 2½ • 3 • 5 • H.P.
WALKING TRACTORS

For all large and small Gardening. Sturdy, extra strength construction for power and traction. Variable speed transmission, individual gang tool controls. Model shown is 3 H.P. with 18" plow.

NATIONALLY ADVERTISED

Widely used in every state and in foreign countries. SHAW is the Most Profitable Complete Line to Sell!

SHAW
"DU-ALL"

**GARDEN and SMALL FARM
TRACTORS**

50
**SUCCESSFUL
YEARS!**

**SNOWPLOW
BULLDOZE • MOW
SAW • RAKE**



5 • 8 • 12 • H.P.
RIDING TRACTORS

That Will Handle Good Sized Farm. Lowest cost power. Handles 10, 12, even 14-inch plows. Cultivates, mows, rakes, does dozens of other jobs with ease. Works astride or between 48" rows. Uses P. T. O. pulley.

Opportunity Knocks!

Dealers make EXTRA MONEY on tools and power take off Attachments for all models!

NEW SAW ATTACHMENT
Cuts Trees, Cuts Wood and Weeds.
It sells itself!



A PIONEER IN THE GARDEN TRACTOR INDUSTRY

SHAW

MANUFACTURING CO.
8308 Front St., Galesburg, Kansas

OPENINGS for DEALERS

Write for Free Literature, Full Details, Prices and Information on Dealerships.

HUME

BLUE RIBBON QUALITY

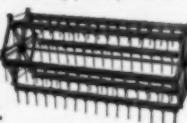
1 Field Tested
2 Quality Built
3 Proven Reliability

Specialized

FARM EQUIPMENT

The Hume trademark identifies a broad line of products, each unique and specialized, but with a big-volume, big-profit potential.

Picks up down-tangled areas of small grain and soybeans.
Fits all combines.



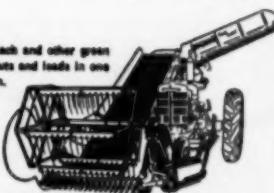
PICK-UP REEL



Makes your present disk a rigid, hydro-rigid disk — cuts no disk transport.

**Hydro-Rigid
DISK FRAME**

For spinach and other green crops. Cuts and loads in one operation.



CUT-LODE HARVESTER



Allows high-speed cultivation of small plants with maximum protection.



Tractor-rower, cuts and winds rows in one operation. Windrow Loader loads at high speed. The ideal two-stage green crop harvester.

TRACTOR-ROWER • GREEN CROP LOADER

ALSO MANUFACTURERS of Litter Guards, Floating Cutter Bars. Write for details on the Hume line and dealership.

H. D. HUME COMPANY
Mendota 26, Illinois



New single bottom plow now in production by Dearborn Motors Corp.

Fabrics Introduces New Posture Tractor Cushion

COMBINING THE buoyancy of foam rubber with the long-wearing, water-resistant qualities of plastic coating fabric, the Mendy posture tractor cushion is designed to make tractor riding easy and comfortable, according to the manufacturer, Fabrics, Inc., 311 Bell St., Montgomery, Ala.

Large, soft and scientifically designed to fit the body, the cushion



absorbs jars and rough riding. It is ruggedly built for long, hard wear and attaches quickly to any tractor seat. Filled with shredded foam rubber, it will not mat in use, it was announced. Sectionally-stitched, double-sewn seams and heavy tie cords add to its durability, it is claimed.

Dearborn Introduces New Single Bottom Plow . . .

DEARBORN MOTORS Corp., Birmingham, Mich., announces production of the new Economy Single Bottom Plow, designed for plowing in rank growth and heavy trash. The deep throat and wide throw of the plow make possible its cover-

ing ability. Capable of penetrating as deeply as 10 inches, it is designed for deep, clean plowing and pulverization, it was announced.

The new plow may be equipped with either a 16-inch or 18-inch bottom. Four sizes of economical Razor-Blade shares, which are used until dull and then discarded, are available for the bottoms. Both bottoms have a replaceable shin to prolong moldboard life.

Width of cut is adjusted by moving the sliding drawbar laterally through the "A" frame. The coulter is fully adjustable. The rolling landside is easily adjusted to meet varying soil conditions and plow settings.

The 16-inch bottom equipped with a 16-inch full cut Razor-Blade share, is said to be ideal in loose, sandy soil. When cutting and turning tap-rooted crops, this bottom works best with an 18-inch full cut share. For plowing stubble or stony soil, a 14- or 16-inch short share is recommended.

The 18-inch bottom is designed for hard-scouring muck land where furrows tend to roll, as well as for plowing brush land and soil with heavy cover, rank growth or trash.

Many of the parts of the new plow are interchangeable with parts of the 2-bottom Dearborn Economy plow, it was announced.

New Spreader-Seeder Offered by New Holland

A FERTILIZER spreader and seeder built for uniform distribution, regardless of seed or fertilizer being used, has been announced by New Holland Machine Co., New Holland, Pa.

The spreader-seeder is available in 8- and 10-foot widths. A single hopper 12-foot model will be added later. All models spread fertilizers, whether lumpy, damp, powdered, granulated or pelleted, with the same uniformity. The forced feed agitator assures accurate sowing of fertilizers at rates as low as 20 pounds per acre and as heavy as 4000 pounds per acre.

When seed bars are substituted, all grain, grass and legume seeds can be sown uniformly and positively, from two pounds of Ladino clover to five bushels of oats per acre, without grinding or crushing the seed. Seventy rate-of-flow settings offer the right distribution.

An exclusive clutch design built into each wheel, with a lever which may be instantly moved from "in gear" to "out of gear" and "clean out" position, permits towing without turning rotors.

The 8-foot model has 20 feeding openings, and the 10-foot model has 26. An overlying rate shutter slide, controlled from the tractor seat and moved laterally to change size of openings, is spring-loaded to prevent material from packing between it and the hopper bottom.

Since the drawbar extends through to the implement hitch at the back of the spreader, the pull is on the main frame, rather than the hopper box. Wingards can be attached by adjustable chains for wind protection and as baffles to increase coverage.

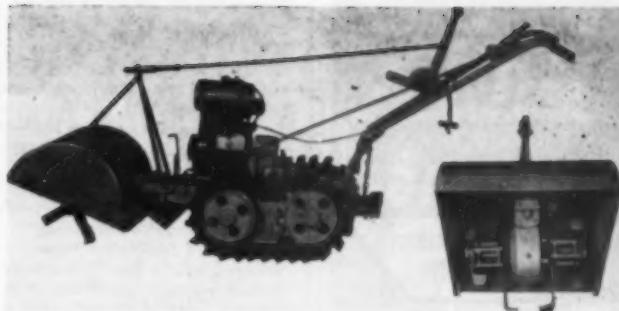
Approximate capacity of the 8-foot model is 800 pounds of fertilizer and 8 bushels of seed. The 10-foot spreader handles about 1000 pounds of fertilizer and 10 bushels of seed.

Dayton Introduces New Package Water System

A NEW, COMPLETE "package" water system, which will sell for approximately 10% less than any in their present line, has been announced by the Dayton Pump & Mfg. Company, Dayton, Ohio.

The system will be known as the Raydayton "Gusher" and will retail under \$100.

Designed principally for small homes, bungalows, cottages, and filling stations, this new shallow well system has a reciprocating type pump with automatic pressure switch. The standard $\frac{1}{4}$ h.p. motor has a thermal overload pro-



Shown above is the new front mount 20" rotary tiller being featured by the Windolph Chain-Tred Tractor, manufactured by the Windolph Tractor Co., Portland, Oregon. Information published on this equipment in a previous issue was accompanied, incorrectly, by a picture of the Windolph Garden Maker tiller. Among the advantages of the front mount tiller is the ability to till right up to corners or along fences or hedges. The Chain-Tred tractor has a 6 h.p. air cooled engine with two speeds forward and one in reverse. Controls are mounted on the handle bars. Available attachments include a 10-inch plow, sickle, bar, disc, cultivator, 20-inch disc plow, furrower, spike tooth harrow, and bulldozer.

tector. The horizontal galvanized tank is automatically welded and has 12-gallon capacity.

All working parts are readily accessible. Suction and discharge valves may easily be removed for

cleaning and inspection. Overall dimensions are 31" width, 30" height, 14" depth.

The system will be introduced as a special "National Water Systems Month" promotion.

SMITH SPRAYERS

"THE DEPENDABLE PROFIT LINE SINCE 1888"
 TO SHOW THEM IS TO SELL THEM

Streamlined BLIZZARD

COPPER CONTINUOUS SPRAYER

The World's Most Beautiful Sprayer



Made in
2 sizes, Pint, Quart
World's finest continuous sprayer.
Large, glistening solid copper
tank. Pump barrel is highly polished
brass, seamless. Appealing, modern design. Sprays
any liquid. Pint, Quart (32 oz.). Strongest
construction. Extreme popularity. A fast seller.

FLAME GUN SPRAYER
HUNDREDS OF USES

2000 degrees controlled heat.
Destroys weeds, brush, rubbish.
For burning safety strips and
for lighting fires. 10 ft. of
flexible hose. Light, compact.
Portable. Burns kerosene or
orange oil.

E-Z 5 GAL. KNAKSPACK SPRAYER

Finest knapsack sprayer made. Pump
lever develops high pressure easily
while spraying. 5 gal. zinc-grip
steel or copper tank. Tank is air
tight, preventing dampness
reaching the neck. Adjustable brass
nozzle. (Recommended by Extension
Services.)

SPEEDEX GARDEN & TREE SPRAYER

Solid brass.
Large adjustable nozzle for
spraying trees, shrubbery,
flowers, weed killing, etc.
Sturdily built,
low priced. In big demand.

SEND FOR CATALOG
DESCRIBING THESE AND
OTHER ITEMS

D. B. SMITH & CO. 128 MAIN ST. UTICA 2, N.Y.
"ORIGINATORS OF SPRAYERS SINCE 1888"
SOUTHERN TERRITORY: D. B. SMITH, JR., BOX 847, SANFORD, N.C.
CANADIAN REPRESENTATIVE: GORDON L. COOKSON, 125 STANLEY ST., MONTREAL 1, CANADA

NEW, Automatic Lifter

STOPS

GRASSBOARD

BREAKAGE

WHEN BACKING
OR TURNING

COMFORT

T. M. REG.
Grassboard

PAT. APPLIED FOR

Lifter
IT'S NEW!

- ★ **COMPLETELY AUTOMATIC**
Install and forget it!
- ★ **POSITIVE ACTION**
Faultproof operation!
- ★ **EASY TO INSTALL**
- ★ **FITS ALL LEADING
MADE MOWERS**

CAN PAY FOR ITSELF—In One Day

In Savings On Grassboards

At last! An automatic lifter that prevents grassboard breakage, and saves time and money for the farmer! At slightest backward or turning movement, lifting assembly forces grassboard up to prevent digging in ground, or fouling in heavy grass, weeds, etc. Installs in minutes — no adjustments or special mowing procedures. Completely automatic—nothing for driver to operate. Today's biggest news in mower equipment. Get full details today!

**ASK YOUR JOBBER—or
Write Manufacturer**



COMFORT EQUIPMENT CO.
2609-00 WALNUT KANSAS CITY 8, MISSOURI

Developing Shop Volume

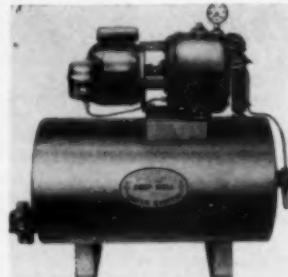
(Continued from page 100)

"If they have their milkers put in proper operating condition during the spring special, they are all set for the remainder of the year. We have little milker repair business during the year."

This special offer also receives ample promotion by direct mail and newspaper advertising.

But these dealers emphasize that personal contact with customers is the making of good repair shop volume. Despite a customer's explanation of what may be wrong with a piece of equipment, it is inspected thoroughly for any additional repairs that may be needed. In other words, the alertness of the company's mechanics stimulates repair volume.

All repair jobs are placed on a definite schedule, assuring an even flow of work throughout the year. The importance of having the machine in the shop the day it is due is impressed on the customer. If there is contact with the customer a few days before that time, the farmer is reminded to bring his machine in. This is important, for the shop schedule is not disrupted merely to accommodate some farmer who has overlooked a previous date.



water are protected with a baked-on coating.

With its self-priming feature, this new Goulds system automatically resumes operation when the foot valve is again submerged after any temporary "dry season" drop in water level. The unit eliminates the conventional stuffing box by using a modern mechanical seal.

There is no radio interference from the motor. The motor also has a built-in overload protection and all ratings are within the working limits of the motor.

Installation time is cut down with this new unit because the suction and pressure pipes attach directly to the pump in a readily accessible position. A screen in the jet body eliminates the possibility of plugged nozzles.

This system can be set away from the well, allowing installation in a basement with the pipes below frost line and thus being fully protected from freezing. The unit comes complete with all necessary accessories.

Goulds Introduces New Deep-Well Water System

PRODUCTION OF a new, completely packaged tank-mounted deep-well water system has been announced by E. E. Backlund, sales manager, Goulds Pumps Inc., Seneca Falls, N. Y.

The unit, called Figure 3681, is designed to fill the need for an inexpensive yet first-quality complete system for wells in which the pumping level of the water is not more than 50 feet below the pumping unit. This new system has a capacity rating up to 450 gallons per hour. It measures only 33" long by 14" wide and by 29" high, including the 17-gallon galvanized tank.

Operating sound is minimized by specially designed rubber mountings and connections. With only one moving part, quiet operation and freedom from wear are also assured.

The unit's close-coupled construction allows permanent alignment of rotating parts. All cast iron parts coming in contact with

Boost Used Tractor Sales

(Continued from page 104)

For example, in a recent transaction Guenther took in trade a tractor for which he allowed \$350. He priced it for resale at \$635 "as is," knowing however, that probably he would receive no more than \$575.00 for it.

When Guenther sells a tractor "as is" he will give the buyer a 30-day guarantee. He is forced to do that to protect his company's reputation, and he feels that when he sells a used unit for a price allowing a reasonable profit, the risk of a guarantee is justified.

"That particular tractor was on our lot for only a few days when a prospect came in and took it to his farm for a few days of trial use. The low price was his chief point of interest. Priced at \$635 it looked

like a good buy especially when compared with similar tractors that had been reconditioned and priced \$200 higher."

But when Guenther went out to the prospect's farm several days later he found that the farmer was hesitant in making a decision to buy the used unit.

"That happens quite often," said Guenther. "We discussed all angles of the deal, but the prospect simply couldn't generate much enthusiasm for the proposition. He just wasn't a used tractor buyer. And when he found that we would not accept his tractor in trade for another used tractor he lost interest completely in buying used equipment."

Immediately, Guenther began selling the farmer on buying new equipment, pointing out, of course, that the farmer's tractor was acceptable in trade on a new unit.

As a result, the prospect bought a new tractor for \$2,800—his old tractor and cash making up the down payment.

"When the prospect learned that he could buy a new tractor for less cash than would be required to buy a used tractor, he gave no further consideration to any other idea," Guenther said.

Guenther has found that current prices of new tractors are causing many former new-equipment buyers to scout the used lots. They are looking for that outstanding value that comes to every dealer's lot occasionally.

"If you have no way to ferret these 'shoppers' out," Guenther concluded, "you can not only waste a lot of time, but you can, also, lose a lot of new sales. Getting the prospect behind the wheel on his own land is almost a sure way to make a sale of either a used tractor or a new one. In either case the prospect sells himself on what he really wants."

Winning a Larger Share

(Continued from page 99)

been trained to handle all types of repairs on all models of farm trucks. The acceptance of this business has been an important factor in keeping mechanics steadily busy.

To increase its service business, the company, during the farming season, keeps two mechanics on the road calling on farmers. One outside salesman is at work in the territory the entire year.

"In one way, selling service is more important today than ever—not selling to bring in more jobs immediately, but selling to satisfy customers so well that they'll keep coming back, after the average dealer is out beating the bushes for more business. Many times our mechanics will work on a customer's equipment far into the night so the farmer can have it ready for use the next day.

"We have tried to work out a sales program that would give us a good business volume 12 months out of the year," Briggs concluded. "As a result of the above plan, our mechanics are kept busy, our parts department is shipping orders daily, our hardware section keeps the cash register ringing and the compliments we receive from our customers convince us we have a good program. We plan to keep it, for it really pays."

Key to Sales

(Continued from page 96)

ing, we have found good business in the sale of milking machines.

"We try to keep in stock what the farmers want and need. For example, we carry a stock of about \$100,000, of which about \$50,000 represents parts. Farmers from considerable distances come to us for parts because they know we have them."

Coley handles most of the front end of the business himself, while Johnston oversees the parts department and shop. Doyle R. Smothers helps with the selling, as well as serving in the parts department and handling the firm's books.

How did Coley, who was in the notions business, and Johnston, a grocer, ever get in the farm equipment business anyhow?

Coley explains with a smile.

"A blockman mentioned to me one day in 1946 that a dealership was open and asked if I wouldn't be interested. I frankly knew little about the farm equipment business and told him so. I didn't think any more about it until I ran into him several days later. He talked about it some more. He took me to see some dealers in other towns—and he sold me. Mr. Johnston and I soon decided to go into it together. And we have never regretted it."

"It was a big gamble for us, because it was an entirely new field. And we've been gambling on cows, mules and tractors ever since."

WOOD'S
ROTARY CUTTER
and MOWER

5 MODELS
in HEAVY DUTY ROTARY CUTTERS

* * For use in *

- ✓ MOWING PASTURE
- ✓ STALK SHREDDING
- ✓ CLEARING LAND
- ✓ SHREDDING COVER CROPS

Round out your stock with this most COMPLETE line of all-purpose cutters on the market! 3 cutting widths, standard and hydraulic lift models. They're versatile as they are TOUGH, shredding sage thick as a man's wrist as easily as they mow pastures and dozens of other NEEDED jobs around the farm. See below the features which put Wood's FIRST in every section of the country!



WIDTHS
60°, 80°,
and 114°
STANDARD MODELS

Fit any power take-off, 3/16" safety shield, adjust to 14", triple "B" V-belt drive, all heavy-duty, protected parts



HYDRAULIC LIFT MODELS
WIDTHS 60° and 80°

WRITE for descriptive literature,
prices, and name of nearest distributor.

WOOD BROS. MFG. CO.
OREGON ILLINOIS

For QUICK PROFITS, Stock
This Famous FOAM RUBBER
MENDAL TRACTOR CUSHION



Patented

**STILL
OFFERED
AT 1947
PRICES!**

to fit the body like a glove. This means more work with less fatigue! Ruggedly built for long, hard wear. Buoyant shredded foam rubber, colorful water-resistant plastic coated fabric. Attached in two minutes to any tractor seat, and will not mat in use.



Priced surprisingly low for quick turnover. Order NOW from your local distributor or write us for source of supply.

FABRICS, Inc.

311 Bell Street Montgomery, Alabama

STAR

SERVICE SHARES

Fully
Guaranteed
AS TO QUALITY,
FIT, AND FINISH

Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Send today for catalog and trade prices.

STAR MANUFACTURING COMPANY
DIVISION OF ILLINOIS IRON & BOLT CO.
CARPENTERSVILLE, ILLINOIS, U.S.A. (EST. 1873)

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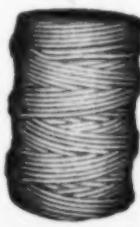
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*You can't fool a
Farmer on Quality!*





MALLISON WEBBING
Top Puritan quality. Packed in cut bands stitched for immediate use or in 100 ft. rolls.
Send for free sample.



**MAGNOLIA
PLOW LINE ROPE**
Top Puritan quality. Packed in individual burlap and paper wrapped tubes. Ideal for well rope.
Send for free sample.

This year your customers will read about Puritan Maid Clothes Line in Good Housekeeping, Life, Family Circle and the True Story Woman's Group of 6 magazines.

See Us in Booth 214
National Hardware Show
Grand Central Palace, New York
October 6-10



Puritan
CORDAGE MILLS
MANUFACTURERS

LOUISVILLE, KY.

ATHENS, GA.



**You make more
money selling
DEMPSTER because
it's America's
quality water system!**

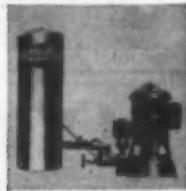


No wonder the farmer won't have anything else! Dempster offers him a tried-and-tested water-supply system—backed by the 73-year-old Dempster reputation for unquestioned quality. It's just plain sense that you can sell more Dempster Water Systems. In a day of increasing shortages, with replacement materials harder to get, your customer is more quality-conscious than ever before. You sell quality when you sell the Dempster Water System—it's America's finest!

**These Dempster Pumps are star
members of America's finest line . . .**



SHALLOW-WELL JETMASTER — Only one moving part. No special pressure tank needed. Easily installed and exceptionally efficient.



DEEP-WELL JETMASTER — Ideal for offset installation or to be set directly over the well. Unusually simple in operation—only one moving part.



DEEP-WELL WATER SYS-
TEM — Positive lubrication. Modern design. Available for electric motor or gasoline engine operation. Can be supplied with windmill attachment.



CENTRIFUGAL PUMPS — Impellers are semi-enclosed for greater efficiency. Balanced drive shafts ride on double Timken Bearings. There are no better irrigation pumps made than Dempster Centrifugal Pumps.

**America's Quality Line of Farm
Water Systems**

Pumps • Tanks • Windmills •
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DEMPSSTER
WATER SUPPLY EQUIPMENT

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Beatrice, Nebraska

CALBAR "COMBINATION"
CAULKING CARTRIDGES

USE THEM TWO WAYS!



STANDARD HOLE-IN-CAP WITH METAL NOZZLE GUNS



WITH SNAP-IN PLASTIC NOZZLE FOR ALL GUNS

Now more popular than ever with contractors, builders and home owners! So easy to use . . . either way the caulking compound never touches the sides of the gun. No after-cleaning required. Plastic nozzle supplied with each cartridge of non-staining, non-hardening, CALBAR Caulk-O-Seal. Meets all specifications!

NO INCREASE IN PRICE!

simplifies inventory . . . answers all needs!



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WILL CUT AN AXE CUT LIKE A SCYTHE

5 PRACTICAL TOOLS IN 1

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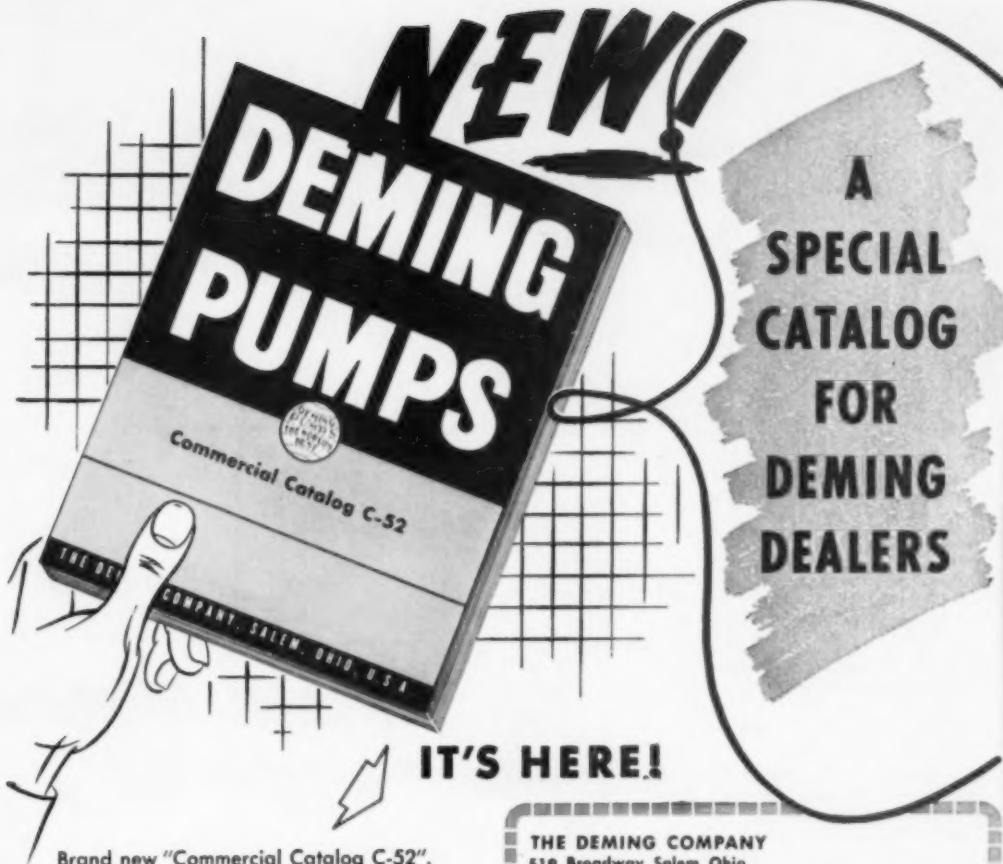
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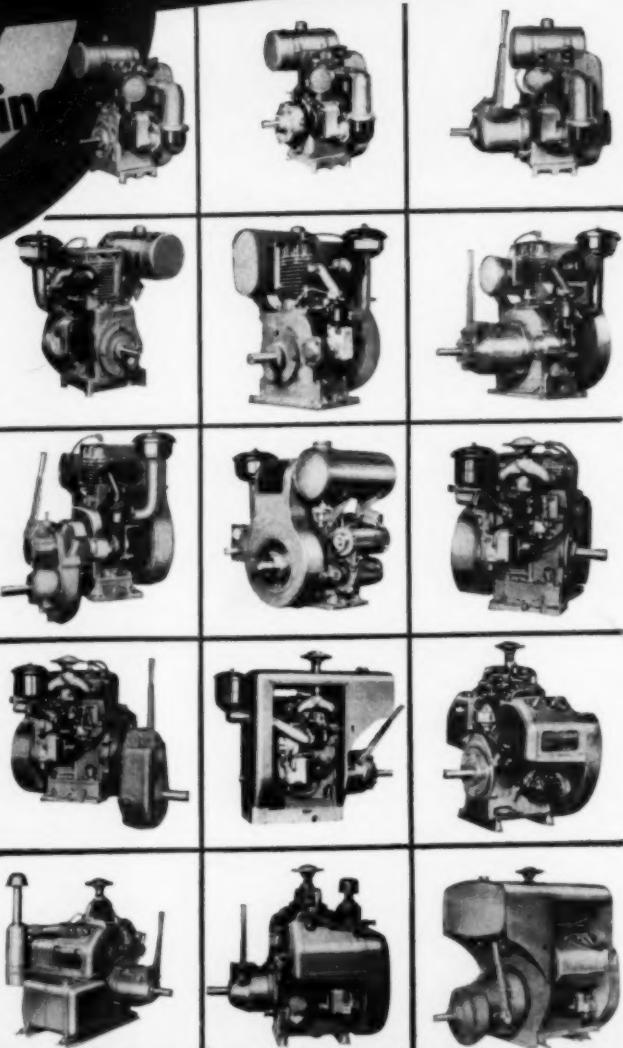
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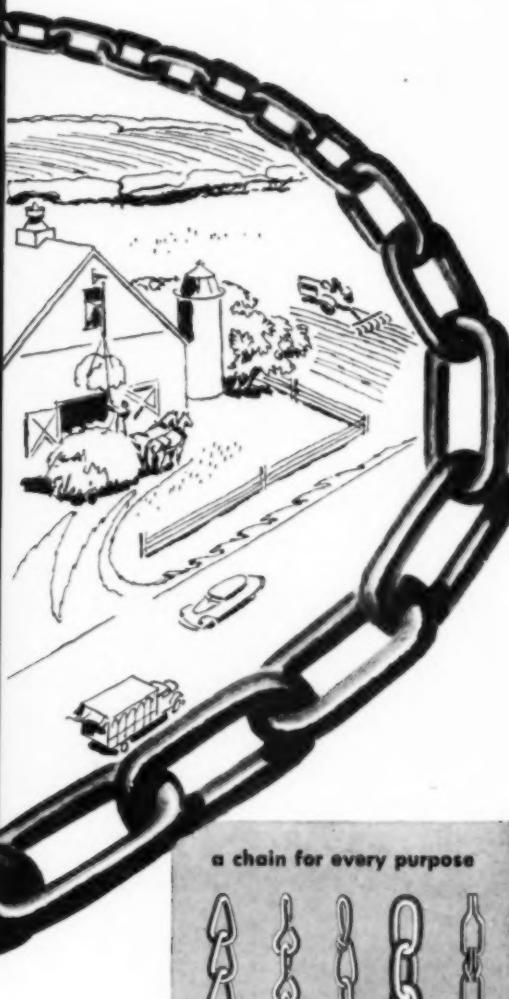
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